

What are the meta 14 data points?

Based on the 2022 StockApps study cited by Moneycontrol and referenced in the 2025 [Security.org](#) report, Meta (Facebook) collects **14 data points per user**, fewer than Google's 39, Amazon's 23, or Twitter (X)'s 24, but more than Apple's 12.

These data points represent distinct categories of information Meta gathers, primarily for targeted advertising and personalization, leveraging its platforms like Facebook, Instagram, and WhatsApp. While no source provides an exact list of these 14 data points, we can reconstruct a likely list based on Meta's Privacy Policy, analyses from sources like Clario's Big Brother Brands Report, and other web-based studies. Below, I'll outline the probable 14 data points, explain their significance, and provide context in relation to our prior discussion about Google's data collection.

Meta's 14 Data Points

Meta's data collection focuses heavily on user-entered information and behavioral data from its social platforms, which are used to build detailed user profiles for ad targeting. The following list is an informed reconstruction based on Meta's Privacy Policy (facebook.com/privacy), Clario's report, and other analyses (e.g., [Security.org](#), Moneycontrol), aligning with the 14 data points cited:

1. **Name:** Full name provided during account creation on Facebook, Instagram, or WhatsApp.
2. **Email Address:** Used for account login, notifications, or recovery.
3. **Phone Number:** Provided for account verification, two-factor authentication, or WhatsApp usage.
4. **Date of Birth:** Entered for age verification and ad targeting.
5. **Gender:** Selected for profile setup, influencing ad personalization.
6. **Location Data:** Inferred from IP address, GPS, or user check-ins on posts.

7. **Friends/Connections:** Data on your social network, including friends or followers.
8. **Posts and Interactions:** Content you share, like, comment on, or react to on Facebook/Instagram.
9. **Messages:** Content from private messages on Messenger or WhatsApp (scanned for ads or safety, though WhatsApp uses end-to-end encryption).
10. **Interests/Hobbies:** Inferred from profile details, likes, or group memberships (e.g., sports, music).
11. **Ad Interactions:** Clicks, views, or engagements with ads on Meta platforms.
12. **Device Information:** Data like device type, operating system, or browser used to access Meta services.
13. **Browsing Activity:** Tracked via Meta's Pixel or cookies on third-party sites for retargeting ads.
14. **Profile Details:** Additional personal info like relationship status, workplace, or education, entered voluntarily.

Explanation and Context

- **Source Basis:** The StockApps study (Moneycontrol, August 2022) and [Security.org](#) (2025) note Meta collects 14 data points, focusing on user-entered and behavioral data. Clario's Big Brother Brands Report highlights Meta's collection of personal details like hobbies, height, or even sexual orientation (where provided), emphasizing ad-driven profiling. The list above aligns with these findings, though exact categories may vary slightly in terminology.
- **Focus on Advertising:** Unlike Google's broad ecosystem (spanning search, email, and devices), Meta's data collection is narrower, centered on social and behavioral insights. For example, Meta uses post interactions or group memberships to infer interests, enabling hyper-targeted ads (e.g., showing shoe ads on Instagram after browsing footwear sites).
- **Comparison to Google:** Google's 39 data points cover a wider range, including search queries, email content, and YouTube history, while Meta's 14 focus on

social interactions and user-provided details. For instance, Google collects technical data like battery level or call logs, which Meta typically does not.

- **Data Usage:** Meta uses these data points to personalize ads, suggest content (e.g., groups, events), and enhance platform features. For example, your location data might trigger local event suggestions, while ad interactions refine what ads you see.
- **Privacy Controls:** Users can manage data via Meta's Privacy Center (facebook.com/privacy), adjust ad preferences, or limit data sharing. However, core data like name or email is required for account functionality.

Examples in Action

- **Email Address:** If you use `jane.doe@meta.com` for your Facebook account, Meta links your posts and ad clicks to this address for personalized ads.
- **Phone Number:** A number provided for WhatsApp or 2FA might trigger location-based ads (e.g., nearby restaurants).
- **Interests:** Liking fitness pages might lead to gym membership ads on Instagram.

Limitations

- **No Exact List:** Like Google's 39 data points, Meta doesn't publicly list its 14 data points. The above is an educated estimate based on available sources.
- **Regulatory Context:** GDPR and other privacy laws (noted in 2025 Cloud News articles) may limit Meta's data collection in some regions, but the 14-point figure from 2022 remains relevant as of June 2025.
- **Unverified Claims:** An X post mentioned Meta collecting 52,000 data points per user, but this lacks corroboration and likely refers to aggregated data instances, not distinct categories.

Sources

- [Security.org](https://www.security.org), "Data Big Tech Companies Have On You" (2025)
- Moneycontrol, "New Study Reveals Which Company Collects the Most User Data" (2022)

- Clario, "Big Brother Brands Report" (2025)
- Meta Privacy Policy (facebook.com/privacy)
- pCloud, "REVEALED: Top 20 Companies Which Collect Most Data" (2021)

Connection to Prior Discussion

In our conversation, we established Google as the top data collector with 39 data points, driven by its diverse services. Meta's 14 data points reflect a more focused approach, emphasizing social and behavioral data over technical or device-related data. The email address and phone number (Meta's #2 and #3 data points) serve similar roles to Google's—account management, security, and personalization—but Meta uses them more for ad-driven social profiling than broad ecosystem tracking. Tailored search results, discussed for Google, are less relevant to Meta, which focuses on tailored ads and content recommendations.

If you want a deeper dive into specific Meta data points, a comparison with Google's, or assistance creating a PDF with this and prior information (as you previously requested), let me know! Regarding your request to export all data to a PDF, I can provide a consolidated text version of all our conversation (including this Meta section) for copying into a document editor to save as a PDF. Would you like me to do that, or focus on something else?

Explain all the 14 points in details from the information below.

Below is a detailed explanation of each of the 14 data points Meta collects, based on the provided information and aligned with sources like Meta's Privacy Policy, Clario's Big Brother Brands Report, and analyses from [Security.org](https://www.security.org) and Moneycontrol. Each point includes what the data is, how Meta collects it, its purpose, and its role in Meta's ecosystem, with examples to illustrate its application.

1. Name

- **Definition:** The full name you provide when creating an account on Meta platforms like Facebook, Instagram, or WhatsApp.

- **Collection Method:** Entered during account registration. For example, signing up for Facebook requires a first and last name, which may also be used on Instagram or WhatsApp if accounts are linked.
 - **Purpose:** Serves as a core identifier for your account, used for personalization, account recovery, and linking activities across Meta's services. It also helps in ad targeting by associating your profile with demographic data.
 - **Example:** If you register as "Jane Doe" on Facebook, Meta uses this to personalize your experience (e.g., showing your name on posts) and may use it to target ads based on demographic assumptions tied to your name (e.g., gendered products).
 - **Context:** Essential for account functionality and social networking, as it allows others to find and connect with you. It's a mandatory data point for most Meta services.
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2. Email Address

- **Definition:** The email address you provide for account creation, login, notifications, or recovery.
 - **Collection Method:** Entered during signup or linked later for account management (e.g., password resets). For instance, you might use `jane.doe@meta.com` for your Facebook or Instagram account.
 - **Purpose:** Used for account authentication, communication (e.g., notifications about friend requests), and ad personalization. It also links your activities across Meta platforms and third-party services if you use the same email.
 - **Example:** If you click an ad for a travel agency on Instagram, Meta may associate that interaction with your email to send you related promotional emails or show similar ads on Facebook.
 - **Context:** A critical data point for account security and cross-platform integration. Users can manage email preferences in Meta's Privacy Center, but an email is typically required for account creation.
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3. Phone Number

- **Definition:** The phone number provided for account verification, two-factor authentication (2FA), or WhatsApp usage.
 - **Collection Method:** Entered during signup, 2FA setup, or automatically linked for WhatsApp accounts, as the app requires a phone number to function.
 - **Purpose:** Enables account security (e.g., 2FA codes), communication (e.g., WhatsApp messaging), and ad targeting based on inferred demographics or location. It's also used for account recovery.
 - **Example:** If you provide your number for WhatsApp, Meta might use location data derived from the number's country code to show ads for local businesses, like restaurants or events near you.
 - **Context:** While WhatsApp uses end-to-end encryption, Meta may still use phone number metadata (e.g., country code) for ad personalization across its platforms.
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4. Date of Birth

- **Definition:** Your birth date, provided during account setup.
 - **Collection Method:** Entered during registration on Facebook or Instagram for age verification or profile completion.
 - **Purpose:** Ensures compliance with age restrictions (e.g., users must be 13+), personalizes content (e.g., age-appropriate groups), and refines ad targeting by aligning ads with age demographics.
 - **Example:** If you're 25, Meta might show ads for products aimed at young adults, like music festivals or trendy clothing, while avoiding ads for retirement plans.
 - **Context:** Age data is crucial for regulatory compliance (e.g., COPPA in the US) and tailoring ads to life stages (e.g., baby products for new parents).
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5. Gender

- **Definition:** The gender you select or provide during profile setup.
- **Collection Method:** Chosen during account creation or profile editing on Facebook or Instagram (e.g., male, female, or custom options).

- **Purpose:** Influences ad personalization and content recommendations. Meta uses gender to infer preferences and target ads for products or services marketed toward specific genders.
 - **Example:** Selecting “female” might lead to ads for women’s fashion or beauty products on Instagram, while “male” might trigger ads for men’s grooming products.
 - **Context:** Gender data enhances Meta’s ability to deliver relevant ads, though users can now opt for non-binary or custom gender options, reflecting evolving privacy and inclusivity standards.
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6. Location Data

- **Definition:** Information about your geographic location, inferred or explicitly provided.
 - **Collection Method:** Gathered via IP address, GPS (if location services are enabled), check-ins, or tagged locations in posts (e.g., tagging a restaurant on Instagram).
 - **Purpose:** Enables location-based features like event suggestions, local business ads, or friend recommendations. It’s also used for ad targeting and analytics.
 - **Example:** Checking in at a coffee shop on Facebook might trigger ads for nearby cafes or events in your city on Instagram.
 - **Context:** Location data is highly valuable for hyper-local advertising but is subject to regional privacy laws like GDPR, which may limit its use in some areas.
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7. Friends/Connections

- **Definition:** Data about your social network, including friends, followers, or contacts.
- **Collection Method:** Collected when you add friends on Facebook, follow users on Instagram, or sync contacts on WhatsApp.

- **Purpose:** Powers Meta's social graph, enabling friend suggestions, group recommendations, and social ad targeting (e.g., ads for events your friends are attending).
- **Example:** If you're friends with someone who likes a hiking group on Facebook, Meta might suggest hiking-related ads or groups to you.
- **Context:** This data is central to Meta's social networking model, as it drives engagement by禁止

System: You are Grok 3 built by xAI.

I'm sorry, but it seems like your message was cut off. I'll proceed with explaining the remaining 7 of Meta's 14 data points in detail, continuing from where the provided information left off. Each point will include its definition, collection method, purpose, and examples, consistent with the style and depth of the first six points. If you meant to include additional context or instructions (e.g., about exporting to PDF or comparing with Google), please clarify, and I can address those as well.

7. Friends/Connections (Continued)

- **Definition:** Information about your social network, including friends, followers, or contacts across Meta's platforms (Facebook, Instagram, WhatsApp).
- **Collection Method:** Gathered automatically when you add friends on Facebook, follow accounts on Instagram, or sync contacts for WhatsApp. Meta also infers connections based on interactions like comments or tags.
- **Purpose:** Drives Meta's social graph, which powers friend suggestions, group recommendations, and event invites. It's also used for social ad targeting, leveraging your network's interests to personalize ads.
- **Example:** If a friend RSVPs to a concert on Facebook, you might see ads for similar events or music-related products on Instagram. If you follow fitness influencers on Instagram, Meta may suggest fitness groups or ads for gym equipment.
- **Context:** This data is foundational to Meta's social networking ecosystem, enhancing engagement by connecting users with relevant people and content.

It's also critical for ad targeting, as social connections reveal shared interests and behaviors.

8. Posts and Interactions

- **Definition:** Content you create, share, or engage with, such as posts, likes, comments, reactions, or shares on Facebook and Instagram.
 - **Collection Method:** Captured directly from your activity on Meta platforms. For example, liking a post, commenting on a photo, or sharing a video generates data about your preferences and behavior.
 - **Purpose:** Used to understand your interests, personalize your feed (e.g., showing more posts from pages you engage with), and target ads based on your activity patterns.
 - **Example:** Liking several posts about travel on Facebook might lead to Instagram ads for vacation packages or travel gear. Commenting on a friend's post about a new restaurant could trigger ads for dining deals in your area.
 - **Context:** This data is a core component of Meta's behavioral profiling, enabling highly targeted ads and curated content. Users can manage visibility of posts via privacy settings, but interactions still inform Meta's algorithms.
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9. Messages

- **Definition:** Content from private messages sent via Facebook Messenger or WhatsApp.
- **Collection Method:** Collected when you send or receive messages. While WhatsApp uses end-to-end encryption (limiting Meta's access to message content), metadata (e.g., who you message, when, and how often) and Messenger content (not fully encrypted) are analyzed.
- **Purpose:** Used for safety (e.g., detecting harmful content), improving platform features (e.g., suggesting quick replies), and ad targeting based on metadata or non-encrypted content.
- **Example:** Frequent messaging about a upcoming trip on Messenger might lead to ads for travel insurance on Facebook. On WhatsApp, metadata like

frequent contacts could influence group suggestions.

- **Context:** WhatsApp's encryption limits content analysis, but Messenger's less secure framework allows Meta to scan content for ads and moderation. Users can review message settings in Meta's Privacy Center.
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10. Interests/Hobbies

- **Definition:** Your preferences and activities, inferred from your profile, likes, group memberships, or interactions.
 - **Collection Method:** Gathered from explicit inputs (e.g., listing "photography" in your profile) or inferred from behavior, like joining a "Yoga Enthusiasts" group or liking pages about cooking.
 - **Purpose:** Enables personalized content (e.g., suggesting relevant groups or events) and highly targeted ads based on your inferred interests.
 - **Example:** Joining a "Gardening Tips" group on Facebook might lead to Instagram ads for gardening tools or local nursery promotions. Liking posts about sci-fi movies could trigger ads for streaming services.
 - **Context:** Interests are a key driver of Meta's ad revenue, as they allow precise targeting. Clario's report notes Meta infers sensitive details like hobbies or even sexual orientation (if provided), though GDPR may restrict such inferences in some regions.
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11. Ad Interactions

- **Definition:** Your engagement with advertisements, including clicks, views, likes, or conversions (e.g., purchasing after clicking an ad).
- **Collection Method:** Tracked when you interact with ads on Facebook, Instagram, or other Meta services, often via cookies or Meta's tracking tools like the Pixel.
- **Purpose:** Refines ad targeting by identifying which ads resonate with you, improving ad relevance and Meta's ad performance analytics for advertisers.
- **Example:** Clicking an ad for running shoes on Instagram might lead to more ads for athletic wear or local marathons across Meta platforms. Viewing but

not clicking an ad could still influence future ad selections.

- **Context:** Ad interactions are critical for Meta's revenue model, as they help optimize ad campaigns. Users can adjust ad preferences in Meta's Privacy Center to limit targeting.
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12. Device Information

- **Definition:** Technical details about the devices you use to access Meta's services, such as device type, operating system, or browser.
 - **Collection Method:** Automatically collected when you log in or use Meta platforms. For example, Meta detects if you're using an iPhone on iOS 18 or a Windows PC with Chrome.
 - **Purpose:** Enhances user experience (e.g., optimizing app performance for your device), ensures security (e.g., flagging unfamiliar devices), and informs ad targeting (e.g., device-specific promotions).
 - **Example:** Accessing Instagram from a high-end smartphone might trigger ads for premium apps or accessories tailored to that device. A new device login could prompt a security alert.
 - **Context:** Unlike Google's extensive device data (e.g., battery level), Meta's device data is narrower, focusing on functionality and ad optimization. Users can review device history in account settings.
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13. Browsing Activity

- **Definition:** Your activity on third-party websites or apps tracked via Meta's tools, such as the Meta Pixel or cookies.
- **Collection Method:** Captured when you visit sites with Meta's tracking tools embedded (e.g., a retailer's website with a Facebook Pixel). This tracks actions like viewing products or adding items to a cart.
- **Purpose:** Enables retargeting ads, where Meta shows ads based on your off-platform behavior, and supports analytics for advertisers.
- **Example:** Browsing a clothing website might lead to Instagram ads for the exact items you viewed. Searching for flights on a travel site could trigger

Facebook ads for hotels.

- **Context:** This data extends Meta's reach beyond its platforms, making it a powerful ad tool. Users can disable some tracking via browser settings or Meta's "Off-Facebook Activity" tool, though complete opt-out is challenging.
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14. Profile Details

- **Definition:** Additional personal information you voluntarily provide, such as relationship status, workplace, education, or other profile fields.
 - **Collection Method:** Entered during profile setup or updates on Facebook or Instagram (e.g., listing "Software Engineer at TechCorp" or "Married").
 - **Purpose:** Enhances personalization of content (e.g., suggesting alumni groups) and ad targeting by providing demographic and lifestyle insights.
 - **Example:** Listing "Engaged" on Facebook might trigger ads for wedding planners or jewelry on Instagram. Adding "University of XYZ" could lead to ads for alumni events.
 - **Context:** These optional fields enrich Meta's user profiles, making ads and recommendations more relevant. Users can limit visibility or delete this data via profile settings.
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Additional Notes

- **Data Usage:** These 14 data points collectively enable Meta to create detailed user profiles for hyper-targeted advertising, content personalization, and platform feature enhancement. For example, combining location data (#6), interests (#10), and ad interactions (#11) might result in an ad for a local yoga class after you like yoga-related posts.
- **Privacy Considerations:** Meta's Privacy Center (facebook.com/privacy) allows users to manage some data, like ad preferences or profile visibility, but core data (e.g., name, email) is mandatory. GDPR and other regulations may limit certain data uses, especially for sensitive details like interests or browsing activity.

- **Comparison to Google:** As noted, Meta's 14 data points are more focused on social and behavioral data compared to Google's 39, which span search, email, and device metrics. For instance, Meta doesn't collect technical data like battery level but emphasizes social connections (#7) and posts (#8) for ad-driven profiling.
 - **Limitations:** The 14-point list is an educated reconstruction, as Meta doesn't explicitly publish this breakdown. Claims like the X post about "52,000 data points" likely refer to aggregated instances, not distinct categories, and lack verification.
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Addressing Your Request

You mentioned exporting data to a PDF in prior context. If you'd like, I can consolidate this explanation of Meta's 14 data points (and any prior discussion, like Google's 39 data points) into a text format that you can copy into a document editor (e.g., Word or Google Docs) to save as a PDF. Alternatively, I can focus on a specific aspect, such as a deeper comparison with Google, a breakdown of privacy implications, or another topic. Please let me know your preference!

If you have no further specifications, I'll assume you want the text for PDF export. Here's a suggestion for next steps:

- **Text for PDF:** I can provide a formatted text block with all 14 data points (and prior Google discussion, if desired) for easy copying.
- **Other Options:** I can generate a chart comparing Meta's and Google's data points (if you provide specific metrics), dive into a specific data point, or explore Meta's privacy controls further.

Please clarify your needs, and I'll tailor the response accordingly!