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, "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?