

**Chosen Social media app: Facebook (Meta)**

1. What does the privacy policy for the app/site/service you chose say about:

a. What data is collected by the company:

- **Since I've been using Facebook for a long time now, based on my observation they have been collecting different types of data throughout the years. Facebook collects a range of data, such as your name, profile picture, public information, and your interactions within the app (likes, comments, connections). After its first launch on mobile, it also collects device and usage information, such as what operating system you're using, IP address, browsing activity across sites (via cookies and tracking tools like the Meta Pixel. They are also collecting data based on your surfing or interaction on other aspects such as advertisements that they can use to suggest ads that are relevant to you.**

b. What your data can be used for:

- **The data that Facebook gathers from us can be utilized in different ways. First, like I said previously, our data such as our surfing usage can be used so that Facebook can give us advertisement that are relevant to us. They also analyze data to provide personalized experiences, for example I am a friend with this person, Facebook will often suggest People that are also friends with that person on our newsfeed. Facebook also shares our data with the authorities to respond to law-related issues such as cyberbullying, hacking and many more.**

c. Who they share your data with:

- **Connecting with my previous answer, according to Facebook's privacy policy, they share user data with several categories of groups or persons. One major group are the advertisers, who receive non-identifiable information such as age range, gender, location, and interests. This allows them to target ads more effectively without receiving your direct personal identifiers like your name or email address. But the targeting is still based on the detailed profile Meta builds about you from your activity both on and off Facebook. They can also share data with governmental and law enforcement authorities when required to comply with legal obligations or to prevent harm. This can include providing account details, communication records, or activity logs if they are relevant to an investigation. Facebook also shares data across Meta's family of companies, such as Instagram, Messenger, and WhatsApp, for purposes such as improving security, developing features, and coordinating advertising.**

- d. What those third parties can use your data for:
  - **The companies and groups that get data from Facebook can use it for different purposes. Advertisers use it to show ads to people who are most likely to be interested in their products, based on things like age, location, and interests. App makers or websites you connect to with Facebook can use your info to make their features work, personalize your experience, or keep track of how you use their services. Government agencies can use your data for legal investigations when required. In short, third parties use your data for ads, improving their services, research, and legal purposes.**
2. Based on your observation, what are the rooms for improvement that you can suggest in their privacy policies?
  - **For me, one improvement that I suggest would be to make the privacy policy easier to read by using simpler language so that all users can understand it without legal or technical knowledge. Facebook could also give clearer examples of what specific data is shared and with whom, instead of using broad terms like “partners” or “third parties.” Another suggestion is to let users see exactly what data is collected in real time and allow them to delete certain types of information permanently. They could also give more control over off-Facebook tracking by making the settings more visible and easier to turn off. Lastly, Facebook should limit how long it keeps user data, deleting older information automatically unless the user chooses to keep it.**