

Chosen Social-Media Site: Instagram

Chosen Topic: *The site's collection and use of personal information*

Part 1 — Draft Section of My Own Privacy Policy

Collection and Use of Personal Information

Our platform collects only the information needed to provide a safe and personalized experience. When users create an account, we gather basic details such as name, email address, birthday, and uploaded profile content. We also collect data related to how users interact with the app, including posts they view, accounts they follow, messages they send, and features they use. This information helps us improve our services, recommend relevant content, and maintain platform security.

We may also collect technical data such as device type, IP address, location (if enabled), and app activity to ensure smooth performance and prevent misuse. Personal information is used only to operate the service, customize user experience, improve features, and support safety monitoring. We do not sell personal data to advertisers; instead, we show ads based on general user activity and preferences within our platform.

Part 2 — Considerations Used When Writing the Draft (As stated on the draft)

1. What kind of data is handled by the site?

Instagram handles account information, photos, messages, interactions, device details, and location data.

2. What services does the site provide?

Instagram allows users to post photos/videos, message others, interact socially, view content, and follow creators.

3. How does the site support itself financially?

Instagram earns money mainly through targeted ads, business tools, and partnerships.

Part 3—Comparison: My Draft vs. Instagram's Actual Privacy Policy

Similarities

- Both policies describe collecting account information, user activity, and device data.
- Both mention using the collected data to improve services and personalize the experience.
- Both acknowledge that technical data like IP address and device information is part of the collection process.

Differences

- My policy states that the platform **does not sell personal data**, while Instagram's real policy emphasizes that personal data may be *shared* with Meta partners for ad targeting.
- Instagram collects far more detailed data than my draft, including facial recognition features (in some regions), precise location history, contacts (if allowed), and browsing activity outside Instagram through Meta tracking tools.
- My draft policy is shorter and simpler, while Instagram's real policy is long, detailed, and includes many legal terms.

What surprised me about Instagram's real policy?

- Instagram collects data even from people who **don't have an Instagram account**, such as when they visit Meta-related websites.
- The level of tracking across other apps and websites is broader than many users expect.
- Instagram combines data from Facebook, Messenger, and other Meta services to build a more complete user profile.
- The policy makes it clear that user information can be used for ad targeting even if the user does not fully understand how the data is processed.

Clarence Josh S. Ricafrente
BSIT 411