

The wording used on Facebook's popup to accept new terms in 2018 with added notes in bold

## **Facebook Manage Data Settings**

We show you better ads by using data from advertisers, app developers and publishers

We care about protecting your privacy. We don't sell your data, and we've designed our ad system so that we can show you relevant and useful ads without telling advertisers who you are. To show you better ads, we use data that advertisers, app developers and publishers provide us about your activity off Facebook Company Products. This data includes your use of partners' websites and apps, and certain offline interactions with them, such as purchases. You control whether we use this data to show you ads. To confirm we can use this data to decide which ads to show you, select Accept and Continue. If you don't want us to use this data to decide which ads to show you, select Manage Data Settings.

What's collected?

We receive data from advertisers, app developers and publishers about you and your interactions with them off Facebook Company Products.

Here are some examples of data that partners may share with us:

- Your activities on websites and apps that use Facebook business tools, such as our pixel or our Like button, including when you buy something online or download an app
- Your offline interactions with partners, such as buying a helmet at a cycling shop

How we use it

This data helps us decide which ads to show you across Facebook Company Products, such as Facebook and Instagram, as well as on the websites, apps and devices that use our advertising services. For example, if we learn that you recently purchased a lamp, we may show you ads for items such as rugs or pillows.

Advertisers approach Facebook to reach groups of people with certain attributes, for example, women aged 18-34 who are interested in gaming. We can help advertisers do this without us telling them who you are.

Let us know if you accept that we use data from advertisers, app developers and publishers based on your online and offline activity, to decide which ads to show you across Facebook Company Products, including Facebook and Instagram, as well as on websites, apps and devices that use our advertising services.

If you don't want us to use data from partners to decide which ads to show you, you can manage your data settings on Facebook. Bear in mind that we'll still use data from partners to provide, personalise and improve our products, to promote safety, security and integrity, and to provide measurement, analytics and other business services, as described in our Data Policy.

**Option to manage data settings or accept and continue.**

**Manage Data Settings give you:**

Ads based on data from partners

Before you manage your data settings, these examples can help you decide what choices to make.

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### Option One

When we use data from advertisers, app developers and publishers to decide which ads to show you, you may see ads for hotel deals if you visit travel websites. Or if a business lets us know that you bought running shoes, you may see ads for other items of sportswear.

### Option Two

When we don't use this type of data, you'll see the same number of ads, but they may not be as relevant.

### **Continuing takes you to:**

You control whether we use data from partners to show you ads

Data from advertisers, app developers and publishers about your activity off Facebook Company Products helps us show you relevant and useful ads. It includes your use of partners' websites and apps, and certain offline interactions with them, such as purchases.

This setting applies to ads we show you across Facebook Company Products, including Facebook and Instagram, as well as on websites, apps and devices that use our advertising services.

Ads based on data from partners:

Allowed

Ads will be more relevant to you

### **You can turn this off but it then says:**

You'll still see the same number of ads, but they'll be based on things that you do on Facebook Company Products, or they may be from a specific business that you've shared your contact information with, if we've matched your profile to their customer list.

Turning off this setting doesn't delete any data. You can go to Settings later to see your options.

### **Then you get taken to Accept and Continue and get the option to turn on face recognition if you want Facebook to use this technology.**

### **This will use your face to find you in photos from anyone:**

If you turn this setting on, we'll use face recognition technology to understand when you might appear in photos, videos and the camera to do things such as help protect you from strangers using your photo, find and show you photos that you're in but haven't been tagged in, tell people with visual impairments who's in a photo or video, and suggest people that you may want to tag. Select Accept and Continue to turn on face recognition or Manage Data Settings to keep it turned off.

### What's collected?

Face recognition is a technology that analyses the photos and videos that you're in to calculate a unique number ("template") for how you appear in images. When your face recognition setting is on, we collect and process this template and compare it with analyses of other photos and videos to recognise when you may be in these photos or videos.

### How we use it

We process this data in order to do the following:

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- Help protect you from strangers using your photo to impersonate you, and other things that help us protect our users, our platform and the public from harm or abuse
- Find and show you photos that you're in but haven't been tagged in
- Suggest people that you may want to tag
- Improve and develop our services for you and others, such as telling people with visual impairments who's in a photo or video
- Show personalised content to you and others, such as suggesting camera filters that you or your friends might enjoy

Your face recognition settings are currently turned off. Select Accept and Continue if you accept that Facebook uses your face recognition data and want to turn it on, or Manage Data Settings to keep it turned off.

**Managing this allows you to not allow Facebook to recognise you after it has given you examples:**

Face recognition

Before you manage your data settings, these examples can help you decide what choices to make.

Face recognition technology allows us to help protect you from a stranger using your photo to impersonate you or tell people with visual impairments who's in a photo or video using a screen reader.

If you keep face recognition turned off, we won't be able to use this technology if a stranger uses your photo to impersonate you. If someone uses a screen reader, they won't be told when you're in a photo unless you're tagged.

Manage your settings for face recognition

To recognise whether you're in a photo or video, our system compares it with your profile picture, and photos and videos that you're tagged in. This lets us know when you're in other photos and videos so that we can create a better experience.

Allow Facebook to recognise me in photos and videos



Don't allow Facebook to recognise me in photos and videos



**You then have to accept Facebook's updated Terms to continue to use Facebook (no choice). However, you do get the option to delete your account and to download a copy of your information first. You can always review and change your Facebook privacy settings at a later date from the setting menu.**

**Note the statement below:**

Important information about deleting your account:

- We delay deletion for a few days after it's requested. A deletion request is cancelled if you log back in to your Facebook account during this time.
- You can't regain access to your account once it's been deleted.
- It may take up to 90 days to delete all of the things that you've posted, such as your photos, status updates or other data stored in backup systems. Your info isn't accessible to others using Facebook during this time.
- Some things that you do on Facebook aren't stored in your account. For example, a friend may have messages from you after deletion. This information remains after you delete your account.