

Privacy Policy

What is the Privacy Policy and what does it cover?

Effective March 4, 2026 | [View printable version](#) | [See previous versions](#)



Highlights



We at Meta want you to understand what information we collect, and how we use and share it. That’s why we encourage you to read our Privacy Policy. This helps you use **Meta Products** in the way that’s right for you.

In the Privacy Policy, we explain how we collect, use, share, retain and transfer information. We also let you know your rights. Each section of this Policy includes helpful examples and simpler language to make our practices easier to understand. We’ve also added links to resources where you can learn more about the privacy topics that interest you.

It's important to us that you know how to control your privacy, so we also show you where you can manage your information in the settings of the Meta Products you use. You can [update these settings](#) to shape your experience.

Read the full Policy below.

What Products does this Policy cover? >

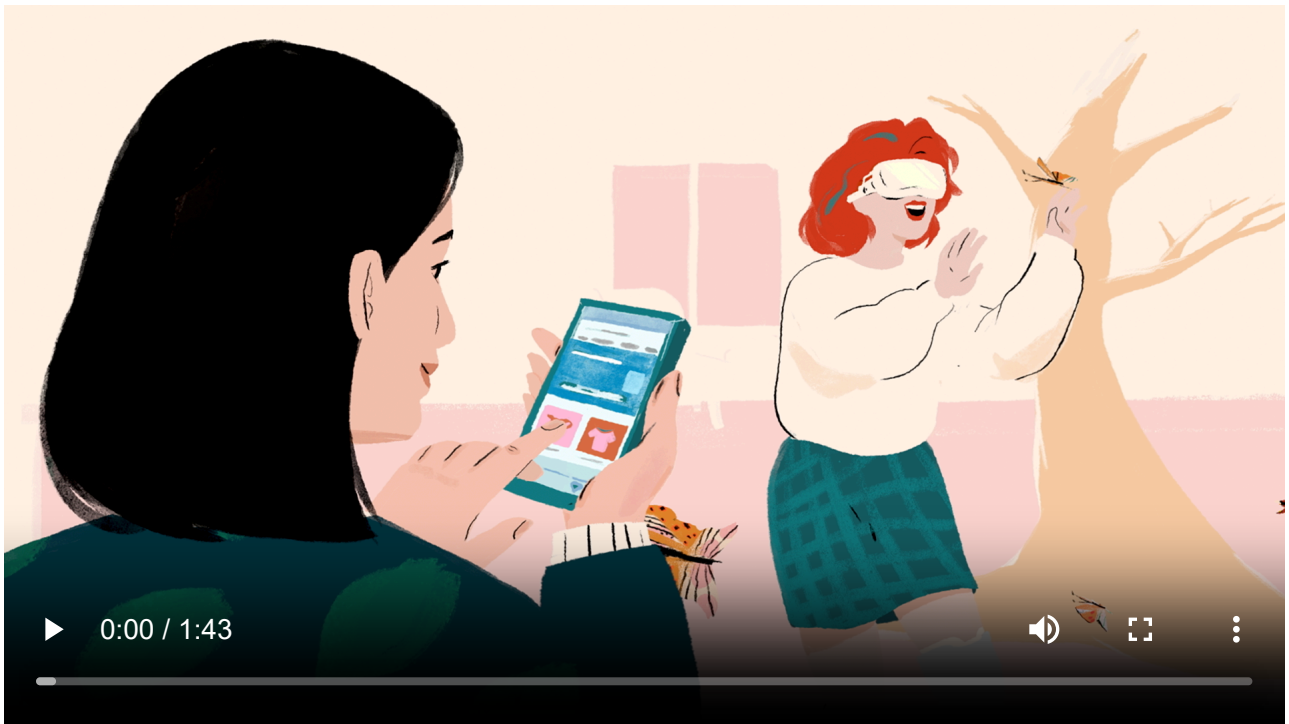
Learn more in Privacy Center about managing your privacy >

What information do we collect?



Highlights





The information we collect and process about you depends on how you use our [Products](#). For example, we collect different information if you sell furniture on Marketplace than if you ask [AI at Meta](#) to write a joke for you. When you use our Products, we collect some information about you **even if you don't have an account**.

Here's the information we collect:

Your activity and information you provide	>
Friends, followers and other connections	>
App, browser and device information	>
Information from partners, vendors and other third parties	>

What if you don't let us collect certain information?

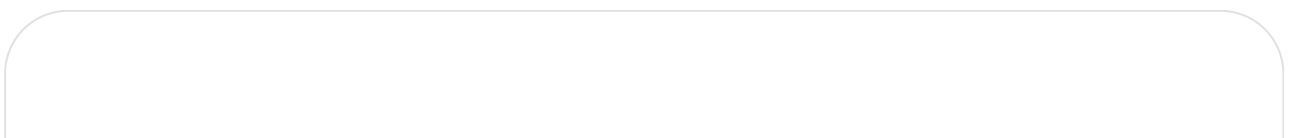
Some information is required for our Products to work. Other information is optional, but without it, the quality of your experience might be affected.

[Learn more](#) >

What if the information we collect doesn't identify individuals?

In some cases information is de-identified, aggregated, or anonymized by third parties so that it no longer identifies individuals before it's made available to us. We use this information as described below without trying to re-identify individuals.

Take control





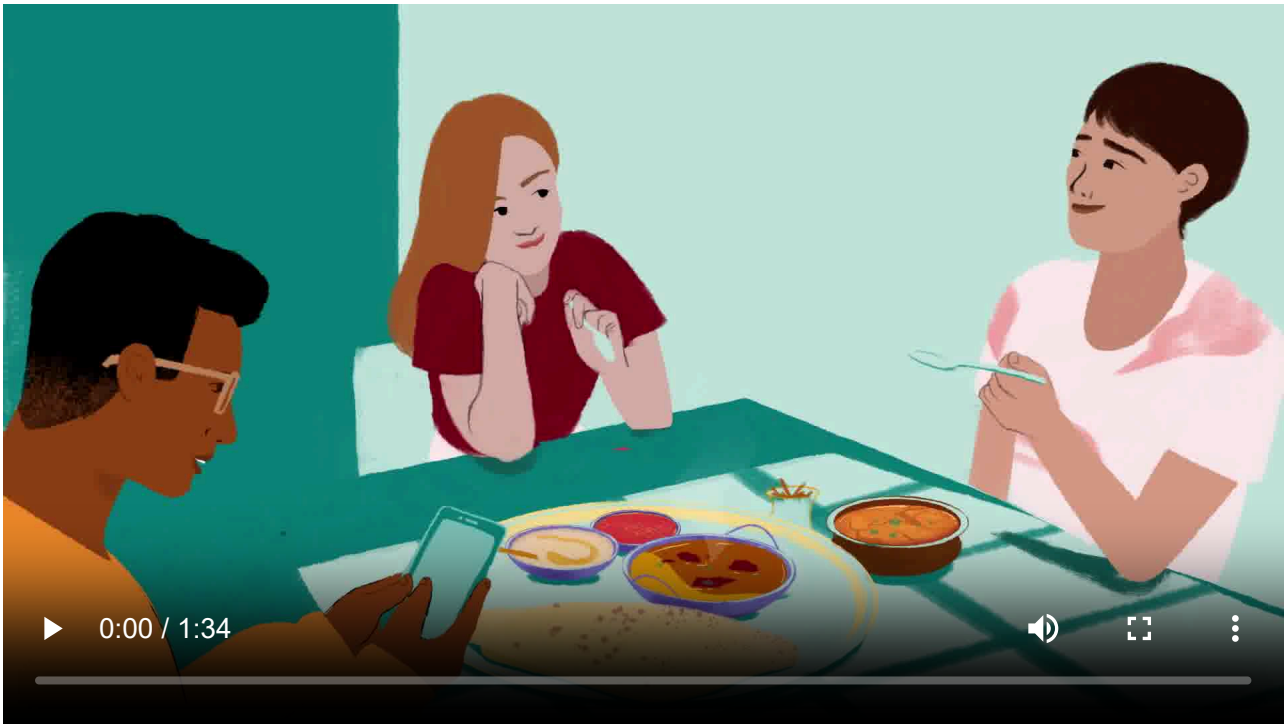
Manage the information we collect about you
Privacy Center



How do we use your information?



Highlights



We use [information we collect](#) to provide a personalized experience to you, including ads (if we show you ads), along with the other purposes we explain in detail below.

For some of these purposes, we use information [across Meta Company Products](#) from the accounts you choose to add to your Accounts Center, and [across your devices](#). The information we use for these purposes is automatically processed by our systems. But in some cases, we also use [manual review](#) to access and review your information.

To use less information that's connected to individual users, in some cases we de-identify or aggregate information or anonymize it so that it no longer identifies you. We use this information in the same ways we use your information as described in this section.

Here are the ways we use your information:

To provide, personalize and improve our Products

We use information we have to provide and improve our [Products](#). This includes:

- Seeing if our Products are working correctly, such as troubleshooting, and fixing it when it's not working
- Personalizing features, content and [recommendations](#) [↗](#), such as your [Facebook Feed](#) [↗](#), [Instagram Feed](#) [↗](#), [AI at Meta](#) [↗](#), Stories and ads (if we show you ads). We use [information with special protections](#) you choose to provide for these purposes, but not to show you ads.

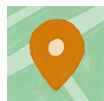
Read more about how we use information to provide, personalize and improve our Products:



How we show ads (if we show you ads)



How we use information to improve Meta Products



How we use location-related information



To promote safety, security and integrity

We use information we collect to help protect people from harm and provide safe, secure Products.

[Learn more >](#)

To provide measurement, analytics and business services

Lots of people rely on our Products to run or promote their businesses or share content. We help them measure how well their ads and other content, products and services are working.

[Learn more >](#)

To communicate with you

We communicate with you using information you've given us, like contact information you've entered on your profile.

[Learn more >](#)

To research and innovate for social good

We use information we have, information from researchers and datasets from publicly available sources, professional groups and non-profit groups to conduct and support research.

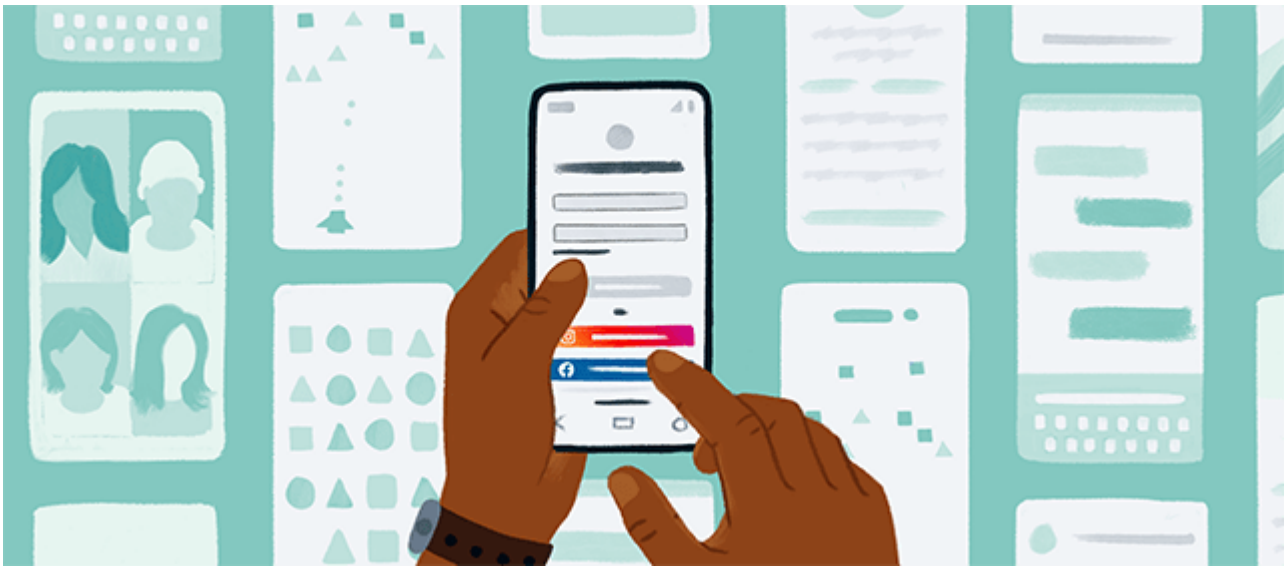
[Learn more >](#)

How is your information shared on Meta Products or with integrated partners?



Highlights





On Meta Products

Learn more about the different cases when your information can be shared on our [Products](#):

People and accounts you share and communicate with >

Content others share or reshare about you >

Public content >

With integrated partners

You can choose to connect with [integrated partners](#)  who use our Products. If you do, these integrated partners receive information about you and your activity.

These integrated partners can always access information that's public on our Products. Learn more about other information they receive and how they handle your information:

When you use an integrated partner's product or service >

When you interact with someone else's content on an integrated partner's product or service >

How integrated partners handle your information >

Take control

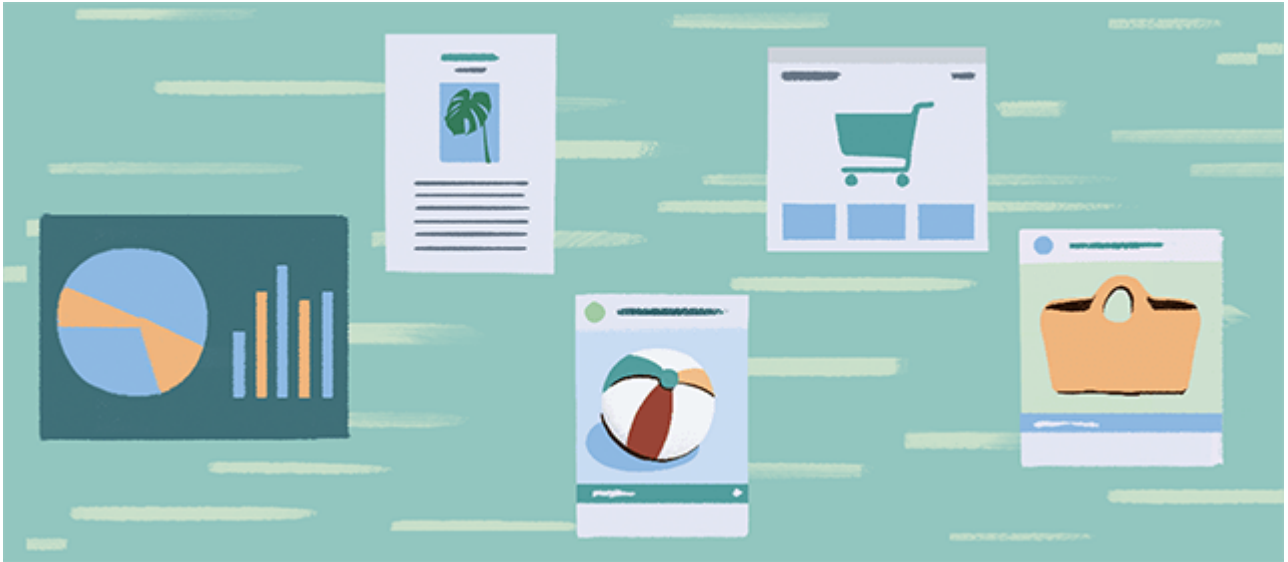


Learn more about audiences
Privacy Center >

How do we share information with third parties?



Highlights



We don't sell any of your information to anyone, and we never will. We also require [partners](#) and other [third parties](#) to follow rules about how they can and cannot use and disclose the information we provide.

Here's more detail about who we share information with:

Partners

Advertisers and Audience Network publishers (if we show you ads)



Partners who use our analytics services



Partners who offer goods or services on our Products and commerce services platforms



Integrated partners



Vendors

Measurement vendors



Marketing vendors



Service providers

Service providers >

Third parties

External researchers >

AI integrations >

Other third parties

We also share information with other [third parties](#) in response to legal requests, to comply with applicable law or to prevent harm. [Read the Policy](#).

And if we sell or transfer all or part of our business to someone else, in some cases we'll give the new owner your information as part of that transaction, but only as the law allows.

How do the Meta Companies work together?




Highlights



We are part of the [Meta Companies](#) that provide Meta Company Products. [Meta Company Products](#) include all the [Meta Products](#) covered by this Policy, plus other products like WhatsApp and more.

We share information we collect, infrastructure, systems and technology with the other Meta Companies. [Learn more](#) about how we transfer information to other countries.

We also process information that we receive about you from other Meta Companies, according to their terms and policies and as permitted by applicable law. In some cases,

Meta acts as a [service provider](#)  for other Meta Companies. We act on their behalf and in accordance with their instructions and terms.

Why we share across the Meta Companies

Meta Products share information with other Meta Companies:

- To promote safety, security and integrity and comply with applicable laws
- To develop, and provide optional features and integrations
- To understand how people use and interact with Meta Company Products

[See some examples](#) of why we share.

More resources

Review the privacy policies of the other Meta Companies
Facebook Help Center



How can you manage or delete your information and exercise your rights?



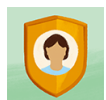
Highlights



We offer you a variety of tools to view, manage, download and delete your information below. You can also manage your information by visiting the settings of the Products you use. You may also have other privacy rights under applicable laws.

To exercise your rights, visit our Help Centers, your settings for Facebook and Instagram and your device-based settings.

Take a privacy checkup



Take a privacy checkup
Be guided through Facebook privacy settings



View and manage your information



Access your information



Your activity off Meta technologies



Ad preferences



Manage your data



Port, download or delete your information



Port your information






Download your information



Delete your information or account



You can learn more about how privacy works on [Facebook](#) and on [Instagram](#) , and in the [Facebook Help Center](#) . If you have questions about this policy, you can [contact us](#)  as described below. In some countries, you may also be able to contact the Data Protection Officer for Meta Platforms, Inc., and depending on your jurisdiction, you may also contact your local Data Protection Authority (“DPA”) directly.

What is our legal basis for processing your information, and what are your rights?



Highlights



Under applicable data protection law, companies must have a legal basis to process personal data. When we talk about "processing personal data," we mean the ways we collect, use and share your information, as we described in the other sections of this Policy above.

What is our legal basis?



You have the following rights under relevant data protection laws:



Access and correct information



Withdraw consent



Port your information



Download your information



Erase information





Object



Make a complaint



How long do we keep your information?



Highlights



We keep information as long as we need it to provide our Products, comply with legal obligations or protect our or other's interests. We decide how long we need information on a case-by-case basis. Here's what we consider when we decide:

- If we need it to operate or provide our Products. For example, we need to keep some of your information to maintain your account. [Learn more.](#)
- The feature we use it for, and how that feature works. For example, messages sent using Messenger's vanish mode are retained for less time than regular messages. [Learn more.](#)
- How long we need to retain the information to comply with certain legal obligations. [See some examples.](#)
- If we need it for other legitimate purposes, such as to prevent harm; investigate possible violations of our terms or policies; promote safety, security and integrity; or protect ourselves, including our rights, property or products

In some instances and for specific reasons, we'll keep information for an extended period of time. [Read our Policy](#) about when we may preserve your information.

How do we transfer information?



Highlights



Why is information transferred to other countries?



Where is information transferred?



How do we safeguard your information?



How do we respond to legal requests, comply with applicable law and prevent harm?



We access, preserve, use and share your information:

- In response to legal requests, like search warrants, court orders, production orders or subpoenas. These requests come from **third parties** [📧](#) such as civil litigants, law enforcement and other government authorities. [Learn more](#) about when we respond to legal requests.
- In accordance with applicable law
- To promote the safety, security and integrity of **Meta Products**, users, employees, property and the public. [Learn more](#).

We may access or preserve your information for an extended amount of time. [Learn more](#).

How will you know the Policy has changed?

We'll notify you before we make material changes to this Policy. You'll have the opportunity to review the revised Policy before you choose to continue using our Products.

How to contact Meta with questions

You can learn more about how privacy works on [Facebook](#) [🔗](#) and on [Instagram](#) [🔗](#), and in the [Facebook Help Center](#) [🔗](#). If you have questions about this Policy, or have questions, complaints or requests regarding your information, you can contact us as described below.

The data controller responsible for your information is Meta Platforms, Inc., which you can [contact online](#) [🔗](#), or by writing to:

Meta Platforms, Inc.

ATTN: Privacy Operations

1601 Willow Road

Menlo Park, CA 94025, USA

Contact the Data Protection Officer for Meta Platforms, Inc. [here](#) [🔗](#).

You also have the right to lodge a complaint with the Information Commissioner's Office.

Legal basis information

Consent

We process information as described below when you have given us your consent to do so, which we may ask through in-product experiences, to enable particular features, or to enable device-based settings. The categories of information we use and why and how they are processed are set out below:

Processing information with special protections

Why and how we process your information:

Processing information with special protections that you provide so we can share it with those you choose, to provide, personalise and improve our Products and to undertake analytics. We'll collect, store, publish and apply automated, or sometimes manual, processing for these purposes.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:


Your activity and information you provide:


- Any information with special protections that you choose to provide, such as your religious views, your sexual orientation, political views, health, racial or ethnic origin, philosophical beliefs or trade union membership, or as part of surveys you choose to participate in, and where you have given your explicit consent

Personalizing ads

Why and how we process your information:

Personalizing ads:

If we show you ads, depending on your [settings](#) , we will use your information across the account(s) in your Accounts Centre to show you ads, including using cookies, to personalize your ads on and off the Meta Company Products, including apps using Meta Audience Network, and measure how those ads perform.

If we show you ads, our ads system automatically processes information that we've collected and stored associated with you. In accordance with your Ad settings, our ads system uses this information to understand your interests and your preferences and personalize your ads on and off the Meta Company Products. [Learn more](#)  about your Ad settings.

Our ads system prioritizes what ad to show you based on what audience advertisers want to reach. Then we match the ad to people who might be interested. [Learn more](#) about how our ads system works.

[Learn more](#)  about how we choose the ads that you see.

You can change your choice at any time in your "Ad Preferences".

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information that you provide:

- Content that you create, such as posts, comments or audio
- Content that you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Types of content, including ads, that you view or interact with, and how you interact with it
- Apps and features that you use and what actions you take in them
- Purchases or other transactions that you make
- Hashtags you use

- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, such as whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information that you've shared through your device settings (e.g. GPS location)
- Information about the network that you connect your device to
- Location-related information
- Reports about our Products' performance on your device
- Information from cookies and similar technologies

For WhatsApp users, [learn more](#)  about what information is shared with Meta

Associating your accounts

Why and how we process your information:

If you decide to add a WhatsApp account to an Accounts Center with other accounts on Meta Company Products:

To associate your accounts on Meta Company Products with your WhatsApp account in the same Accounts Center and share your information with WhatsApp.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Note: the list below is about information from Meta. For information that WhatsApp shares with Meta, see the

[WhatsApp in Accounts Centre Supplemental Privacy Policy](#) .

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to and your connection, including your IP address
- Reports about our Products' performance on your device
- Information from cookies and similar technologies

Using information from third parties for personalizing ads

Why and how we process your information:

For users over the age of majority, using information from third parties to tailor the ads you see: If we show you ads with your consent we'll use information that partners provide us about activity off the Meta Company Products and that we have associated with you to personalise ads that we show you on our Products, and on websites, apps and devices that use our advertising services. We receive this information whether or not you're logged in or have an account on our Products, see the [Cookies Policy](#) for more information.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

[Information from partners, vendors and third parties](#)

Sharing information with third parties at your request

Why and how we process your information:

Sharing your contact, profile or other information with third parties upon your request when you use some of our Products. For example, when you direct us we share your email address or other information that you might choose to share with an advertiser so that they can contact you with additional information about a promoted product. The type of third party and categories of information shared depend on the circumstances of what you ask us to share.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

[Your activity and information you provide:](#)

- Content you create, like your contact, profile or other information, like posts or comments

Receiving information from device settings

Why and how we process your information:

Collecting information that you allow us to receive through the device-based settings you enable (such as access to your GPS location, camera or photos) which we use to provide the features or services described when you enable the setting.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

App, browser and device information:

- Information from device settings

Verifying your identity

Why and how we process your information:

Verifying your identity or account, or helping to protect against suspicious activity including impersonation and identity misuse, using face analysis which may include facial recognition technology if you select it.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Your account information, account photos, or
- your photo or video selfie if you choose to provide it

When we process information that you provide to us based on your consent, you have the right to withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal. You also have the right to port that information you provide to us based on your consent. To exercise your rights, visit your device-based settings, and visit the Facebook settings and Instagram settings and our Help Centers.

Performance of a contract

For all people who have the legal capacity to enter into an enforceable contract (for example, by being the age of majority or above in their country of residence), we process information as necessary to conclude and perform our contracts with you (the [Meta Terms](#) [↗](#) and [Instagram Terms](#) [↗](#), the [Supplemental Meta Platforms Technologies Terms of Service](#) [↗](#), the [Supplemental Portal Terms of Service](#) [↗](#), the [Meta AI Terms of Service](#) [↗](#) and the [Supplemental Meta View Terms of Service](#) [↗](#), together, the “terms”). The purposes for which we process information for our contracts, the categories of information we use and how information is processed are set out below:

Personalizing Meta Products

Why and how we process your information:

Personalising the Meta Products (other than ads): Our systems automatically process information we have collected and stored associated with you and others to assess and understand your interests and your preferences and provide you personalised experiences across the Meta Products in accordance with our terms. This is how we:

- Personalise features and content (such as your [Facebook Feed](#) [🔗](#), [Instagram Feed](#) [🔗](#) and Stories);
- Make suggestions for you (such as people you may know, groups or events that you may be interested in or topics that you may want to follow) on and off our Products.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Messages you send and receive, including their content and metadata, for optional features you choose to use, and subject to [applicable law](#) [🔗](#).
- Metadata about content
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings (like GPS location)
- Location-related information
- Information about the network you connect your device to
- Reports about our Products' performance on your device
- Information from cookies and similar technologies

Information from partners, vendors and third parties (excluding using Partner data to tailor ads to you)

Providing and improving Meta Products

Why and how we process your information:

Providing and improving Meta Products: The provision of the Meta Products includes collecting, storing, and, where relevant, sharing, profiling, reviewing and curating, and in some instances not only automated processing but also manual (human) reviewing, to:

- Create and maintain your account and profile,
- Connect your Meta Products account, including your public profile information, to an integrated partner to sign in or share your information,
- Facilitate the sharing of content and status,
- Provide and curate features,
- Provide messaging services, the ability to make voice and video calls and connect with others,
- Provide and curate [AI at Meta](#) in our Products, enabling the creation of content like text, audio, images and videos, including by understanding and recognizing your use of content in the features,
- Undertake analytics,
- Facilitate your purchases and payments on Meta Pay or other Meta checkout experiences, and
- See if our Products are working correctly, such as troubleshooting, and fixing it when it's not working.

We also use information we have to develop, research and test improvements to our Products. We use information we collect to:

- Develop and improve products and features
- Build and test out new products and features to see if they work
- Get feedback on our ideas for products or features
- Conduct surveys and other research on what we can do better for Meta Products and brands.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Your public information (including your name, username and profile picture)
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Messages you send and receive, including their content, subject to [applicable law](#)
- Metadata about content and messages
- Interactions with AI at Meta and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make, including truncated credit card information

- Hashtags you use
- The time, frequency and duration of your activities on our Products
- Your photo or video selfie if you provide it when you contact us for account support

Friends, followers and other connections

App, browser and device information:


- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Promoting safety, integrity and security

Why and how we process your information:

Promoting safety, integrity and security across the Meta Products: The Meta Products are designed to help ensure the safety, integrity and security of those services and those people who enjoy them. We process information we have associated with you and apply automated processing techniques and, in some instances, conduct manual (human) review to:



- Verify accounts and activity,
- Find and address violations of our terms or policies. In some cases, the decisions we make about violations are reviewed by the [Oversight Board](#) ,
- Investigate suspicious activity,
- Detect, prevent and combat harmful or unlawful behavior, such as to review and, in some cases, remove content reported to us,
- Detect and prevent spam and other bad experiences,
- Detect and stop threats to our personnel and property, and
- Maintain the integrity of our Products.

For more information on safety, integrity and security generally on Meta Products, visit the [Facebook Security Help Center](#) and [Instagram Security Tips](#).

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio

- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Messages you send and receive, including their content, subject to [applicable law](#) 
- Metadata about content and messages
- Interactions with [AI at Meta](#)  and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make, including truncated credit card information
- Hashtags you use
- The time, frequency and duration of your activities on our Products
- Your photo or video selfie if you provide it when you contact us for account support

[Friends, followers and other connections](#)

[App, browser and device information:](#)

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

[Information from partners, vendors and third parties](#)

Communicating with you

Why and how we process your information:

To communicate with you: We use information you've given us (like contact information on your profile) to send you a communication, like an e-mail or in-product notice, for example:

- We'll contact you via email or in-product notifications in relation to the Meta Products, product-related issues, research or to let you know about our terms and policies.

We also use contact information like your e-mail address to respond when you contact us.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Contact information on your profile and your communications with us
- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Transferring, storing or processing your information globally

Why and how we process your information:

Transferring, storing or processing your information globally: We share information we collect globally, both internally across our offices and data centers and externally with our Partners, third parties and service providers. Because Meta is global, with users, partners and employees around the world, transfers are necessary to:

- Operate and provide the services described in the terms that apply to the Meta Product(s) you are using. This includes allowing you to share information and connect with your family and friends around the globe; and
- So we can fix, analyze and improve our Products.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content and messages
- Interactions with [AI at Meta](#) and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them

- Purchases or other transactions you make, including truncated credit card information
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

We'll use the information we have to provide these services; if you choose not to provide certain information (other than limited account information which is necessary to create a [Facebook account](#) or an [Instagram account](#)), your experience using the Meta Products may be affected. For example, you may see less relevant recommendations on the Products, or your use of the Products may be restricted.

When we process information that you provide to us as necessary for concluding or performing our contracts with you, you have the right to port it. To exercise your rights, visit the Facebook settings and Instagram settings, or learn more in our Help Centers.

Compliance with a legal obligation

The categories of information we use, why we process your information based on compliance with a legal obligation and how it's processed are set out below:

Processing information when required by law

Why and how we process your information:



For processing information when the law requires it: Where we are under an obligation to disclose information such as, for example, if we receive a valid legal request for certain information (such as a search warrant), we will access, preserve and / or share your information with regulators, law enforcement or others.

The way in which the information will be processed depends on the specific circumstances, see [How do we respond to legal requests, prevent harm and promote safety and integrity?](#) for more. [Information for Law Enforcement Authorities](#) provides information on the operational guidelines law enforcement needs to follow.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

The categories of information depend on the specific circumstances of each mandatory request or obligation. Only the information necessary to comply with the relevant legal obligation will be processed. For example, for civil matters, this will typically include limited information (such as contact details and login information). However, depending on the circumstances it could include the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Messages you send and receive, including their content, subject to [applicable law](#) 
- Metadata about content and messages
- Interactions with [AI at Meta](#)  and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make, including truncated credit card information
- Hashtags you use
- The time, frequency and duration of your activities on our Products
- Your photo or video selfie if you provide it when you contact us for account support

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Legitimate interests

We rely on our legitimate interests or the legitimate interests of a third party, where they are not outweighed by your interests or fundamental rights and freedoms ("legitimate interests"). The categories of information we use, the legitimate interests relied on and why and how it's processed are set out below:

Personalizing Meta Products

i For registered users of the Meta Products

i For registered users under the age of majority (under 18, in most applicable countries) who have a limited ability to enter into an enforceable contract only, where we may be unable to process your information on the grounds of contractual necessity.

Why and how we process your information:

Personalising the Meta Products: Our systems automatically process information we have collected and stored associated with you and others to assess and understand your interests and your preferences and provide you personalised experiences on and across the Meta Company Products in accordance with our terms. This is how we:

- Personalise features and content (such as your [News Feed](#) , [Instagram Feed](#) and Stories),
- Personalise the ads people see, and
- Make suggestions for you (such as people you may know, groups or events that you may be interested in or topics that you may want to follow) on and off our Products.

Our ads system prioritizes what ad to show you based on what audience advertisers want to reach. Then we match the ad to people who might be interested. [Learn more](#) about how our ads system works.

[Learn more](#) about how we choose the ads that you see.

Legitimate interests relied on:

- To create, provide, support and maintain innovative products and features that enable people under the age of majority to express themselves, communicate, discover and engage with information and communities relevant to their interests, build community and utilise tools and features that promote their well-being.
- To share meaningful updates with our users under the age of majority about our Products and promoting our Products.
- To provide, personalize and improve the Meta Products in a consistent manner while ensuring additional safeguards for those under the age of consent.
- The legitimate interest of our users in being able to access the Meta Products and those Products being personalised to each user.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Messages you send and receive, including their content and metadata, for optional features you choose to use, and subject to [applicable law](#) .
- Metadata about content
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them

- Purchases or other transactions you make
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings (like GPS location)
- Location-related information
- Information about the network you connect your device to
- Reports about our Products' performance on your device
- Information from cookies and similar technologies

Information from partners, vendors and third parties (other than using partner data to tailor ads to you)


Providing and improving Meta Products

i For registered users of the Meta Products

i For registered users under the age of majority (under 18, in most applicable countries) who have a limited ability to enter into an enforceable contract only, where we may be unable to process your information on the grounds of contractual necessity.

Why and how we process your information:

Providing and improving our Meta Products: The provision of the Meta Products includes collecting, storing, and, where relevant, sharing, profiling, reviewing and curating, automated processing, and in some instances manual (human) reviewing, to:

- Create and maintain your account and profile,
- Connect your Meta Products account, including your public profile information, to an integrated partner to sign in or share your information,
- Facilitate the sharing of content and status,
- Provide and curate features,
- Provide messaging services, the ability to make voice and video calls and connect with others,
- Provide advertising products,
- Provide and curate [AI at Meta](#)  in our Products, enabling the creation of content like text, audio, images and videos, including by understanding and recognizing your use of content in the features,
- Undertake analytics, and

- See if our Products are working correctly, such as troubleshooting, and fixing it when it's not working.

We also use information we have to develop, research and test improvements to Meta Products. We use information we collect to:


- Develop and improve products and features
- Build and test out new products and features to see if they work
- Get feedback on our ideas for products or features
- Conduct surveys and other research on what we can do better for Meta Products and brands.

Legitimate interests relied on:

- To create, provide, support and maintain innovative products and features that enable people under the age of majority to express themselves, communicate, discover and engage with information and communities relevant to their interests, build community and utilise tools and features that promote their well-being.
- To enable people under the age of majority to use and connect to the Meta Products in an easy and intuitive manner.
- To provide, personalize and improve the Meta Products in a consistent manner while ensuring additional safeguards for those under the age of consent.
- The legitimate interest of our users in being able to access the Meta Products and those Products being personalised to each user.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Your public profile information (including your name, username and profile picture)
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Messages you send and receive, including their content, subject to [applicable law](#) 
- Metadata about content and messages
- Interactions with AI at Meta and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make, including truncated credit card information
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections**App, browser and device information:**

- Device characteristics and device software

- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Promoting safety, integrity and security

i For registered users of the Meta Products

i For registered users under the age of majority (under 18, in most applicable countries) who have a limited ability to enter into an enforceable contract only, where we may be unable to process your information on the grounds of contractual necessity.

Why and how we process your information:

Promoting safety, integrity and security on and across the Meta Products: The Meta Products are designed to help ensure the safety, integrity and security of those services and those people who enjoy them. We process information we have associated with you and apply automated processing techniques and, in some instances, conduct manual (human) review to:

- Verify accounts, identity and activity,
- Find and address violations of our terms or policies. In some cases, the decisions we make about violations are reviewed by the Oversight Board,
- Investigate suspicious activity,
- Detect, prevent and combat harmful or unlawful behavior, such as to review, and in some cases remove, content reported to us,
- Detect and prevent spam and other bad experiences,
- Detect and stop threats to our personnel and property, and
- Maintain the integrity of our Products.

For more information on safety, integrity and security generally on the Meta Products, visit the Facebook Security Help Center and Instagram Security Tips.



Legitimate interests relied on:

- To secure our platform and network, to verify accounts and activity, to combat harmful conduct, to detect, prevent, and address spam and other bad experiences, to keep the Meta Products free of harmful or inappropriate content, to investigate suspicious activity or breaches of our terms or policies, and to protect the safety of people under the age of majority, including to prevent exploitation or other harms to which such individuals may be particularly vulnerable.

- In the interests of our users and the public at large, to prevent bad experiences and promote safety, integrity and security.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Messages you send and receive, including their content, subject to [applicable law](#) 
- Metadata about content and messages
- Interactions with [AI at Meta](#)  and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make, including truncated credit card information
- Hashtags you use
- The time, frequency and duration of your activities on our Products
- Your photo or video selfie if you provide it when you contact us for account support

Friends, followers and other connections

App, browser and device information:


- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Communicating with you

 For registered users of the Meta Products

For registered users under the age of majority (under 18, in most applicable countries) who have a limited ability to enter into an enforceable contract only,



where we may be unable to process your information on the grounds of contractual necessity.

Why and how we process your information:

Communicating with you:

We use information you have given us (like contact information you've entered on your profile) to send you a communication, like an e-mail or in-product notice, for example:

- we'll contact you via email or in-product notifications in relation to the Meta Products, product-related issues, research or to let you know about our terms and policies.

We also use contact information like your email address to respond to you when you contact us.

Legitimate interests relied on:

- To share meaningful updates with our users under the age of majority about our Products and promoting our Products.
-

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Contact information on your profile and your communications with us
- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Providing measurement, analytics and other business services

 For registered users of the Meta Products

 For all registered users, including those under the age of majority

Why and how we process your information:

Providing measurement, analytics and other business services to businesses and other partners:

Our systems automatically, as well as with some manual (human) processing, process information we have collected and stored about you and others. We use this information to:

- Provide insights and measurement reports to businesses, and other partners to help them measure the effectiveness and distribution of their, or their client's content and services, to understand the kinds of people who are seeing their content and how their content is performing on and off the Meta Products, and
- Provide aggregated user analytics and insights reports that help users, businesses, and other partners better understand things like the audiences with whom they may want to connect, as well as the types of people who use their products and services and how people interact with their content, websites, apps, products and services, including to connect to Meta Products, and the performance of their connection and networks and users' experience with them.

Legitimate interests relied on:

- In our interest to provide accurate and reliable reporting to our businesses and other partners, to ensure accurate pricing and statistics on performance and to demonstrate the value that our partners realise using Meta Company Products, and to provide suitable payment and billing options to our other partners; and
- In the interests of developers and other partners to help them understand their customers and improve their businesses, validate our pricing models and evaluate the effectiveness of their products, services, online content on and off the Meta Company Products.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Interactions with [AI at Meta](#) [↗](#) and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users
- Device signals

- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to and your connection, including your IP address
- Reports about our Products' performance on your device
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Providing measurement, analytics and other business services if we show you ads

- ① For registered users of the Meta Products
 - ① For all registered users, people, including those under the age of majority
-

Why and how we process your information:

If we show you ads:

Providing measurement, analytics and other business services to businesses, advertisers and other partners:

Our systems automatically, as well as with some manual (human) processing, process information we have collected and stored about you and others. We use this information to:

- Provide insights and measurement reports to businesses, advertisers and other partners to help them measure the effectiveness and distribution of their, or their client's ads, content and services, to understand the kinds of people who are seeing their content and ads, and how their content and ads are performing on and off the Meta Company Products, and
 - Provide aggregated user analytics and insights reports that help businesses, advertisers and other partners better understand things like the audiences with whom they may want to connect, as well as the types of people who use their products and services and how people interact with their websites, apps, products and services, including to connect to Meta Products, and the performance of their connection and networks and users' experience with them.
-

Legitimate interests relied on:

- In our interest to provide accurate and reliable reporting to our businesses, advertisers, and other partners, to ensure accurate pricing and statistics on performance and to demonstrate the value that our partners realize using Meta Company Products, and to provide suitable payment and billing options to our advertisers and other partners; and
 - In the interests of advertisers, developers and other partners to help them understand their customers and improve their businesses, validate our pricing models and evaluate the effectiveness of their products, services, online content and advertising on and off the Meta Company Products.
-

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to and your connection, including your IP address
- Reports about our Products' performance on your device
- Information from cookies and similar technologies

Information from partners, vendors and third parties

For WhatsApp users, [learn more](#)  about what information is shared with Meta

Providing a seamless experience

 For registered users of the Meta Products

 For all registered users, including those under the age of majority

Why and how we process your information:

Communicating, engaging and sharing across the Meta Company Products:

- To provide a seamless, consistent and richer, innovative, experience across the Meta Company Products and to enable cross app interactions, sharing, viewing and engaging with content, including posts and videos.
-

Legitimate interests relied on:

In our interest to provide seamless, consistent and richer, innovative communication, engagement and sharing experiences across Meta Company Products.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Interactions with [AI at Meta](#) and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to and your connection, including your IP address
- Reports about our Products' performance on your device
- Information from cookies and similar technologies

Information from partners, vendors and third parties

For WhatsApp users, [learn more](#) about what information is shared with Meta

Business intelligence and analytics

 For registered users of the Meta Products

 For all registered users, including those under the age of majority

Why and how we process your information:

Business intelligence and analytics:

- To understand, in aggregate, your usage of and across our Products, to accurately count people and businesses; and
- Validate metrics directly related to these, in order to inform and improve product direction and development and to adhere to (shareholder/earning) reporting obligations.

Legitimate interests relied on:

In our interest to measure the use of our Products and services and count the people who interact with our Products and services in order to inform and improve product direction and development and to enable provision of accurate and reliable reporting.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content and messages
- Interactions with [AI at Meta](#) and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections


App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Location-related information
- Information you've shared through your device settings
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Providing marketing communications

 For registered users of the Meta Products

 For all registered users, including those under the age of majority

Why and how we process your information:

Providing marketing communications to you:

- Depending on your settings, we'll share marketing communications with you.
 - We'll collect and store your information and use it to send marketing communications to you, like an e-mail.
-

Legitimate interests relied on:

In our interest to promote Meta Company Products and send our direct marketing.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Information and content you provide, including your contact information like e-mail address

App, browser and device information:

- Device identifiers

Undertaking research and innovating for social good

 For registered users of the Meta Products

 For all registered users, including those under the age of majority

Why and how we process your information:

Research and innovate for social good:

- We carry out surveys and use information (including from researchers we collaborate with) to conduct and support research and innovation on topics of general social welfare, technological advancement, public interest, health and well-being.
- For example, we analyse information that we have about migration patterns during crises. This helps relief organizations get aid to the right places.
- We collect, store, combine, analyse and apply automatic processing techniques like aggregation of information as well as manual (human) review, and share information, as necessary to research and innovate for social good in this way.
- We support research in areas like artificial intelligence and machine learning.

[Learn more](#)  about our research programmes.

Legitimate interests relied on:

In our interest and those of the general public to further the state-of-the-art or academic understanding on important social issues that affect our society and world

in a positive way.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content and messages
- Interactions with [AI at Meta](#) and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Information about the network you connect your device to, including your IP address
- Location-related information
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Anonymizing your information

 For registered users of the Meta Products

 For all registered users, including those under the age of majority

Why and how we process your information:

Anonymising your information

In some cases, we anonymise information we have about you, such as your activity on and off our Products, and use the resulting information, for example, to provide and improve our Meta Products, including ads.

Legitimate interests relied on:

- In our interest to fund our provision of the Meta Products, provide relevant advertising to users, and improve ads delivery and Meta Products;
- In the interests of advertisers to help them to reach relevant audiences who may be interested in their information, products or services;
- In the interests of users that Meta practice data minimisation and privacy by design in respect of their information

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Interactions with [AI at Meta](#) and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections


App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to and your connection, including your IP address
- Reports about our Products' performance on your device
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Share information with others including law enforcement and to respond to legal requests

 For registered users of the Meta Products

 For all registered users, including those under the age of majority

Why and how we process your information:

Share information with others including law enforcement and to respond to legal requests.

See

[How do we respond to legal requests, prevent harm and promote safety and security?](#) 

for information on when we share information with law enforcement and others.

The categories of information we access, preserve, use and share depend on the specific circumstances. For example, responses to legal requests where not compelled by law, will typically include limited information (such as contact details and login information).

However, the information we process will depend on the purposes, which could include the following:

- In response to [legal requests](#) from third parties such as civil litigants, law enforcement and other government authorities.
- To comply with applicable law or legitimate legal purposes.
- To promote the safety, security and integrity of Meta, Meta Products, Products, users, employees, property and the public.


[Learn more](#) about how we promote safety, security and integrity.

Legitimate interests relied on:

In our interest and the interest of the general public to prevent and address fraud, unauthorised use of the Meta Company Products, violations of our terms or policies, or other harmful or illegal activity; to protect ourselves (including our rights, Meta personnel and property or Meta Products), our users or others, including as part of investigations or regulatory enquiries; or to prevent death or imminent bodily harm.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Interactions with [AI at Meta](#)  and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make
- Hashtags you use

- Your photo or video selfie if you provide it when you contact us for account support

Friends, followers and other connections


App, browser and device information:

- Device characteristics and device software
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Information about the network you connect your device to, including your IP address
- Location-related information
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Promoting safety, integrity and security

 For registered users of the Meta Products

 For all registered users, including those under the age of majority

Why and how we process your information:

Promote safety, integrity and security in limited circumstances outside of the performance of our contracts with you:

- Our Meta Products are delivered to ensure the safety, integrity and security of those services and those people who enjoy them.
- We apply automated processing, as well as manual (human) review to verify accounts and activity, combat harmful conduct, detect and prevent spam and other security matters as well as bad experiences of other types, maintain the integrity of our Products, and promote safety, integrity and security on and off Meta Products.
- For example, we use information that we have to investigate suspicious activity or breaches of our terms or policies, or to detect when someone needs help.

To learn more, visit the [Facebook Security Help Centre](#)  and [Instagram Security Tips](#) .

Legitimate interests relied on:

- In our interest to secure our platform and network, to verify accounts and activity, to combat harmful conduct, to detect, prevent, and address spam and other bad experiences, to keep the Meta Company Products free of harmful or inappropriate content, and to investigate and take action in respect of suspicious activity or breaches of our terms or policies; and
 - In the interests of our users and the public at large, to prevent bad experiences and promote safety, integrity and security.
-

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Interactions with [AI at Meta](#) and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make, including truncated credit card information
- Hashtags you use
- The time, frequency and duration of your activities on our Products
- Your photo or video selfie if you provide it when you contact us for account support

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Sharing information with third parties at your request

 For registered users of the Meta Products

 For all registered users, including those under the age of majority

Why and how we process your information:

Sharing your contact, profile or other information with third parties upon your request:

You may choose to share your contact information, profile information and other data with our partners: The types of partners with whom information is shared depends on

the features of our service that you use and the manner in which you choose to use them. For example, you may choose to share your email address, birthday, friends list, hometown or other information with a partner if you choose to connect your Facebook account to their app.

Legitimate interests relied on:

- To deliver quality experiences to users who use our partners' apps, in our best interest and in the interest of our users.
- To facilitate and improve users' experiences in their apps, in the interests of our partners who want to facilitate and improve consumers' experiences in their apps.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

[Information you provide \(for example, your email address, birthday, friends' list and hometown\).](#)

Developing and improving AI at Meta

 For registered users of the Meta Products

 For all registered users, including those under the age of majority

Why and how we process your information:

Develop and improve [AI at Meta](#)  for Meta Products and for third parties.

Legitimate interests relied on:

- In our interest, and in the interests of users and third parties to create, provide, support, improve and maintain artificial intelligence technology that enables people, businesses and others to express themselves, communicate, and discover and engage with information they're interested in.
- In our interest, and in the interests of third parties and the public at large to offer artificial intelligence technology to third parties, including developers and researchers.
- In our interest, and in the interests of users and third parties to develop and improve artificial intelligence technology while ensuring appropriate safeguards, such as improving model responses for safety and accuracy.



Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

[Your activity and information you provide:](#)


- Interactions with AI at Meta and related metadata. For example, information you or others exchange with AI at Meta like content and messages

[Information from partners, vendors and third parties](#)

Developing and improving AI at Meta

-  For registered users of the Meta Products
 -  For all registered users over the age of majority (18 years of over, in most applicable countries)
-

Why and how we process your information:

Develop and improve [AI at Meta](#)  for Meta Products and for third parties.

Legitimate interests relied on:

- In our interest, and in the interests of users and third parties to create, provide, support, improve and maintain artificial intelligence technology that enables people, businesses and others to express themselves, communicate, and discover and engage with information they're interested in.
 - In our interest, and in the interests of third parties and the public at large to offer artificial intelligence technology to third parties, including developers and researchers.
 - In our interest, and in the interests of users and third parties to develop and improve artificial intelligence technology while ensuring appropriate safeguards, such as improving model responses for safety and accuracy.
-



Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- **Public content** you or others create or share, like posts, comments or audio on Meta Products
- Interactions with AI at Meta and related metadata. For example, information you or others exchange with AI at Meta like content and messages

[Information from partners, vendors and third parties](#)

Using information from third parties for personalizing ads

-  For registered users of the Meta Products
 -  For all registered users over the age of majority (18 years of over, in most applicable countries)
-

Why and how we process your information:

Receiving and using information from a specific business to tailor the ads you see:

- We'll use information from a specific business that has shared a list of individuals or devices with us, if we've matched your profile to information on that list, to tailor ads that we show you on Meta Company Products, including through Meta Audience Network.
-

Legitimate interests relied on:

- In our interest to fund our provision of the Meta Products and provide quality personalised advertising to users who visit the websites, apps and devices that use our advertising services; and
- In the interests of advertisers who wish to reach people who may be interested in their information, products or services.


Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Information and content you provide, such as your name or e-mail address

[Information from partners, vendors and third parties](#)

Promoting safety, integrity and security

 If we cannot associate you or your device with a registered user of the Meta Products

Why and how we process your information:

Promote safety, integrity and security:

- Our Meta Products are delivered in a manner to ensure the safety, integrity and security of those services and those people who enjoy them.
- We collect and store information we have for this purpose and apply automated processing and manual (i.e. human) review to verify accounts and activity, combat harmful conduct, detect and prevent spam and other security matters as well as bad experiences of other types, maintain the integrity of our Products, and research and promote safety, integrity and security on and off Meta Products.
- For example, we use information that we have to investigate suspicious activity or breaches of our terms or policies, or to detect when someone needs help.


To learn more, visit the [Facebook Security Help Centre](#)  and [Instagram Security Tips](#) .

Legitimate interests relied on:

- In our interest to secure our platform and network, to verify accounts and activity, to combat harmful conduct, to detect, prevent, and address spam and other bad experiences, to keep the Meta Company Products free of harmful or inappropriate content, and to investigate and take action in respect of suspicious activity or breaches of our terms or policies; and
- In the interests of our users generally and the public at large, to prevent bad experiences and promote safety, integrity and security.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Interactions with [AI at Meta](#)  and related metadata. For example, information you or others exchange with AI at Meta like content and messages


- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- The time, frequency and duration of your activities on our Products

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Providing marketing communications

 If we cannot associate you or your device with a registered user of the Meta Products

Why and how we process your information:

Providing marketing communications to you: We'll collect and store your information and use it to send marketing communications to you, like an e-mail address.

Legitimate interests relied on:


In our interest to promote Meta Company Products and send our direct marketing.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Information and content you provide including your contact information like your e-mail address

Undertaking research and innovation for social good

 If we cannot associate you or your device with a registered user of the Meta Products


Why and how we process your information:

Research and innovate for social good:

- We carry out surveys and use information (including from research partners we collaborate with) to conduct and support research and innovation on topics of

general social welfare, technological advancement, public interest, health and well-being.

- We collect, store, combine, analyse and apply automatic processing techniques like aggregation to information as well as manual (human) review as necessary to research and innovate for social good in this way.
- We support research in areas like artificial intelligence and machine learning.


[Learn more](#)  about our research programs.

Legitimate interests relied on:

In our interest and in the interest of the general public to further the state-of-the-art or academic understanding on important social issues that affect our society and world in a positive way.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Interactions with [AI at Meta](#)  and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- The time, frequency and duration of your activities on our Products

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Sharing information with others including law enforcement and to respond to legal requests



If we cannot associate you or your device with a registered user of the Meta Products

Why and how we process your information:

Share information with others including law enforcement and to respond to [legal requests](#).

See '[How do we respond to legal requests, prevent harm and promote safety and security?](#)' for information on when we share information with law enforcement and others.

The categories of information we access, preserve, use and share depend on the specific circumstances. For example, responses to legal requests where not compelled by law, will typically include limited information (such as contact details and login information).

However, the information we process will depend on the purposes, which could include the following:

- In response to [legal requests](#) from third parties such as civil litigants, law enforcement and other government authorities.
- To comply with applicable law or legitimate legal purposes.
- To promote the safety, security and integrity of Meta, Meta Products, Products, users, employees, property and the public.

[Learn more](#) about how we promote safety, security and integrity.

Legitimate interests relied on:

In our interest and the interest of the general public to prevent and address fraud, unauthorised use of the Meta Company Products, violations of our terms or policies, or other harmful or illegal activity; to protect ourselves (including our rights, Meta personnel and property or Meta Products), our users or others, including as part of investigations or regulatory enquiries; or to prevent death or imminent bodily harm.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:


- Interactions with [AI at Meta](#) [↗](#) and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- The time, frequency and duration of your activities on our Products
- Your photo or video selfie if you provide it when you contact us for account support

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Providing and improving Meta Products

 If we cannot associate you or your device with a registered user of the Meta Products

Why and how we process your information:

Provide and improve our Products:

We use information we collect to:

- Provide products and curate features
- See if our Products are working correctly, such as troubleshooting, and fixing it when it's not working
- Test out new products and features to see if they work
- Get feedback on our ideas for products or features
- Conduct surveys and other research on what we can do better for Meta Products and brands

Legitimate interests relied on:

To provide and improve the Meta Company Products in a consistent manner, to correct technical glitches, and to optimise functionality.


Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Providing, developing and improving AI at Meta

 If we cannot associate you or your device with a registered user of the Meta Products

Why and how we process your information:

To provide, develop and improve [AI at Meta](#) for Meta Products and for third parties outside of the performance of our contract with you.

Legitimate interests relied on:

- In our interests, and in the interests of users and third parties to create, provide, support, improve and maintain artificial intelligence technology that enables people, businesses and others to express themselves, communicate, and discover and engage with information they're interested in.
- In our interests, and in the interests of third parties and the public at large to offer artificial intelligence technology to third parties, including developers and researchers.
- In our interests, and in the interests of users and third parties to develop and improve artificial intelligence technology while ensuring appropriate safeguards, such as improving model responses for safety and accuracy.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Activity and information provided by a registered user:

- **Public content** that you or others create or share, like posts, comments or audio on Meta Products
- Interactions with AI at Meta and related metadata. For example, information you or others exchange with AI at Meta like content and messages

Information from partners, vendors and third parties

When we process your information as necessary to pursue our legitimate interests or those of a third party, you have the right to object to, and seek restriction of, such processing; to exercise your right, visit the [Facebook settings](#) and the [Help Center](#) and [Instagram settings](#).

We will consider several factors when assessing an objection, including: our users' reasonable expectations; the benefits and risks to you, us, other users or third parties; and other available means to achieve the same purpose that may be less invasive and do not require disproportionate effort. Unless we find that we have compelling legitimate grounds for this processing which are not outweighed by your interests or fundamental rights and freedoms or the processing is needed for legal reasons, your objection will be upheld, and we will cease processing your information. To learn more about the circumstances in which an objection may be successful, please visit the [Help Center](#).

If you are under the age of majority in your country and there is no enforceable contract in place, we will take particular account of the fact that you are below the age of majority when conducting our assessment of our legitimate interests and the balancing of your interests and rights. We provide specific protections for people below the age of majority to ensure that they are aware of the risks, consequences, safeguards and rights associated with the processing of their information.

Tasks carried out in the public interest

The purposes for which we anticipate processing your information as a task in the public interest, the processing we undertake, and the information we use is set out below:

Undertaking research for social good

Why and how we process your information:

Undertaking research for social good: We collect, store, combine, analyse and apply automatic processing techniques like aggregation to information as well as manual (human) review as necessary to undertake research and other tasks in the public interest, such as sharing relevant research data with third parties like international organisations and academics both in and outside the UK. The public interest is required to be laid down in UK law or other applicable law to which we are subject.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Interactions with [AI at Meta](#) [↗](#) and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Promoting safety, integrity and security

Why and how we process your information:

To promote safety, integrity and security: In limited fact specific circumstances, we will access, preserve and share your information with regulators, law enforcement or others where necessary to perform a task in the public interest. For example, we might share information with others for the purposes of combatting unlawful or harmful behaviour where it is in the public interest to do so and where the public interest is laid down in UK law or other applicable law to which we are subject.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Metadata about content
- Interactions with [AI at Meta](#) and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make, including truncated credit card information
- Hashtags you use
- The time, frequency and duration of your activities on our Products

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software
- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from Partners, vendors and third parties

When we process your information as necessary for a task carried out in the public interest, you have the right to object to, and seek restriction of, our processing. To exercise your rights, visit the [Facebook settings](#) and the [Help Center](#) and Instagram settings. In assessing an objection, we will consider several factors, including: our users' reasonable user expectations; the benefits and risks to you, us, other users or third parties; and other available means to achieve the same purpose that may be less invasive and do not require disproportionate effort.

Your objection will be upheld, and we will cease processing your information, unless we find that we have compelling legitimate grounds for this processing which are not outweighed by your interests or fundamental rights and freedoms or the processing is needed for legal reasons. To learn more about the circumstances in which an objection may be successful, please visit the [Help Center](#) [🔗](#).

Protection of your vital interests or that of another person

The categories of information we use, why we process your information to protect your vital interests or those of another person and how it's processed are set out below

Protecting vital interests

Why and how we process your information:

Protecting the vital interests of you and/or those of another person: We apply automated processing techniques, conduct manual (human) review and share information, including with law enforcement and others, in circumstances where someone's vital interests require protection, such as in the case of emergencies. These vital interests include protection of your life, physical or mental health, wellbeing or integrity or that of others, and detecting, removing, and reporting illegal content. In protecting such vital interests we aim to combat harmful conduct and promote safety, integrity and security, including, for example, when we are investigating reports of harmful conduct or taking appropriate action, such as sharing information with relevant authorities, when someone needs help.

Information categories we use (see '[What Information do we collect?](#)' for more detail on each information category). The actual information we use depends on your factual circumstances, but could include any of the following:

Your activity and information you provide:

- Content you create, like posts, comments or audio
- Content you provide through our camera feature or your camera roll settings, or through our voice-enabled features
- Messages you send and receive, including their content, [subject to applicable law](#) [🔗](#)
- Metadata about content and messages
- Interactions with [AI at Meta](#) [🔗](#) and related metadata. For example, information you or others exchange with AI at Meta like content and messages
- Types of content you view or interact with, and how you interact with it
- Apps and features you use, and what actions you take in them
- Purchases or other transactions you make, including truncated credit card information
- Hashtags you use
- The time, frequency and duration of your activities on our Products
- Your photo or video selfie if you provide it when you contact us for account support

Friends, followers and other connections

App, browser and device information:

- Device characteristics and device software

- What you're doing on your device, like whether our app is in the foreground or if your mouse is moving (which can help tell humans from bots)
- Identifiers that tell your device apart from other users'
- Device signals
- Information you've shared through your device settings
- Location-related information
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties