Meta

Privacy Policy

Updated on Jul 23, 2026

We've updated our Privacy Policy with details about agentic AI capabilities and how we personalise your AI experiences.

View details

What is the Privacy Policy and what does it cover?

Effective July 23, 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.

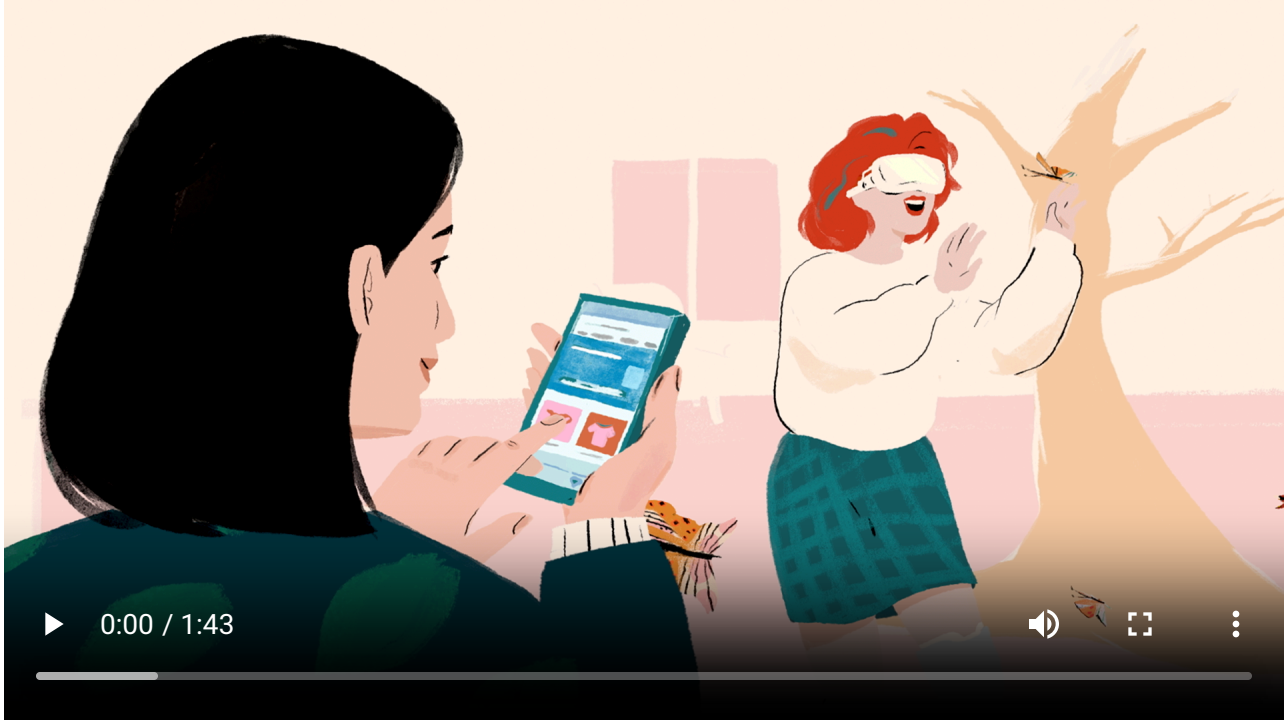
What Products does this Policy cover?

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 Meta AI 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?

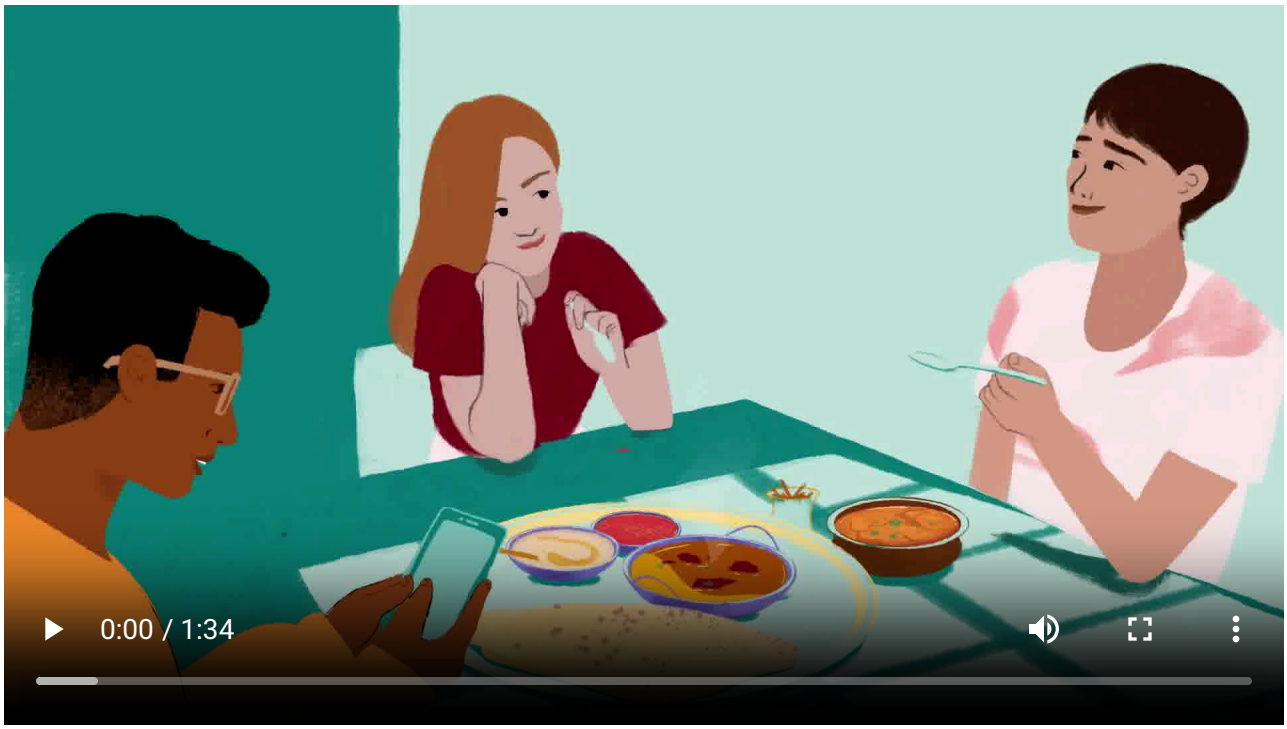
In some cases information is de-identified, aggregated, or anonymized by third parties so that it no longer identifies individuals before it’s made available to us. We use this information as described below without trying to re-identify individuals.

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, along with the other purposes we explain in detail below.

For some of these purposes, we use information **across our Products** 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**, Meta AI, Stories and 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 and other sponsored or commercial content



How we use information to improve Meta Products



How we use information to personalize our features that are part of AI at Meta



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

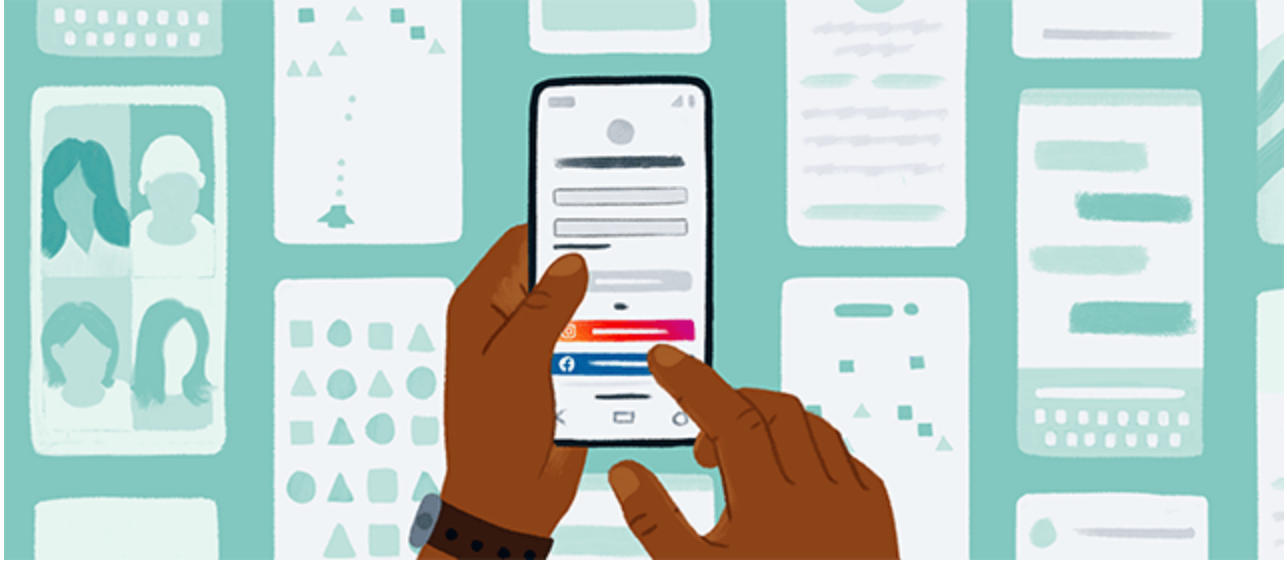
More in the Privacy Policy

Why and how we process your information

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

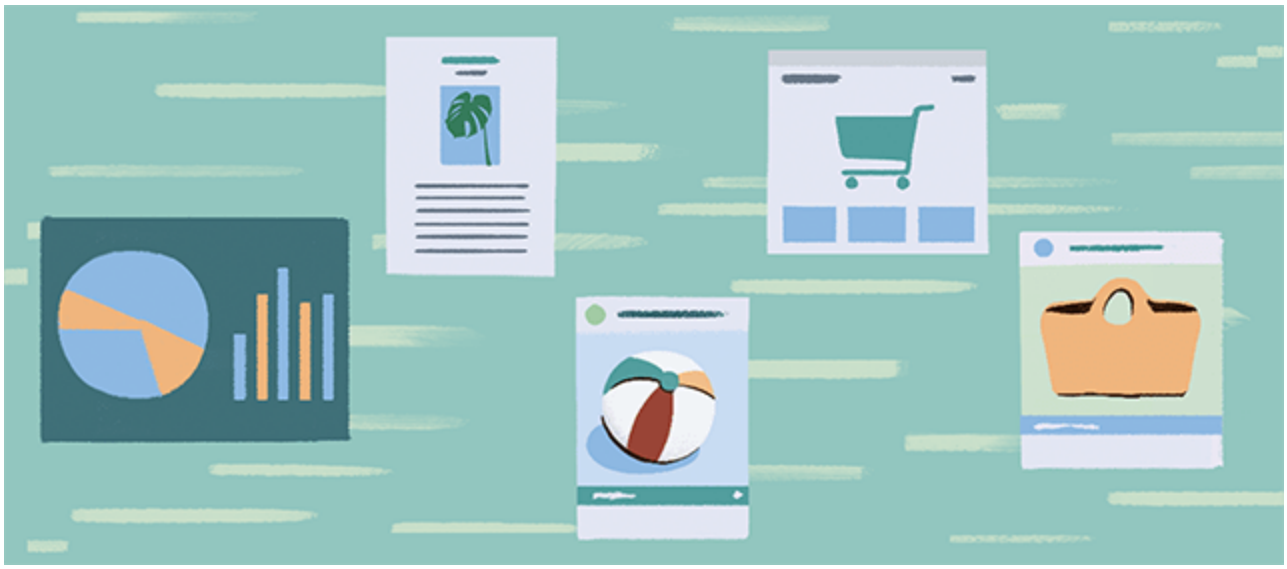


Learn more about audiences
Privacy Center

Manage apps and websites

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
- 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

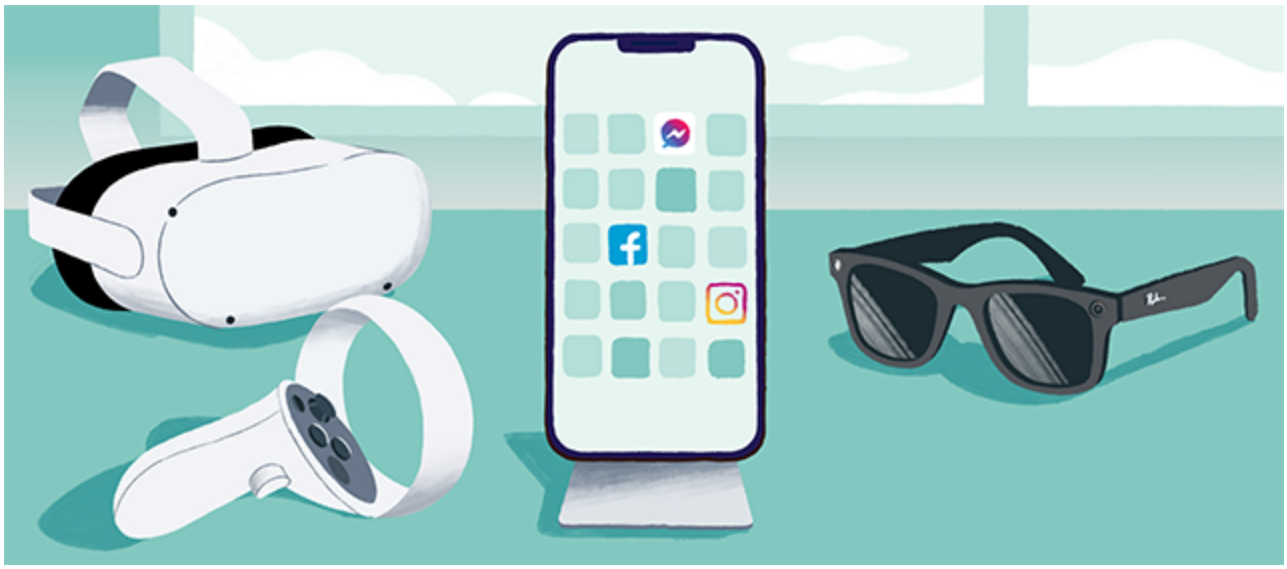
Other third parties

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 personalize offers, ads and other sponsored or commercial content

- To develop, provide and personalize 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 information and permissions

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.

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?

Highlights

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.

You can contact us **online** or by mail at:

Meta Platforms, Inc.

ATTN: Privacy Operations

1 Meta Way

Menlo Park, CA 94025

Philippines Privacy Notice

Learn more about our legal bases for processing your data and the privacy rights available to you by reviewing our Philippines Privacy Notice.

Philippines Privacy Notice

This notice applies to our processing of your information to support Facebook, Instagram, Messenger and other products and features offered by Meta (**Meta Products** or Products) to the extent such processing is subject to Philippines law, including the Data Privacy Act of 2012, its Implementing Laws and Regulations, and issuances of the National Privacy Commission ("NPC"). This notice supplements our **Privacy Policy**.

We **collect**, **use** and **share** the data that we have in the ways described our Privacy Policy:

- As necessary to fulfil our contracts with you. This means providing the services laid out in the Meta Terms of Service and Instagram Terms of Use.

- If you give your consent. For example, you can allow us to show you personalised ads based on information that advertisers and other partners provide to us about your activity on their websites and apps, as well as certain offline interactions, like purchases. You can withdraw consent at any time.
- As necessary for our or others' legitimate interests. Our interests include providing an innovative, personalised, safe and profitable service to our users and partners, and responding to legal requests. But we won't process your information if your interests, or your fundamental rights and freedoms, override ours.
- As necessary for vital interests, such as if it will protect you or prevent harm, like saving your life or someone else's.
- As necessary to comply with a legal obligation.
- As necessary for the public interest, such as conducting research or promoting safety, security, and integrity.

Under Philippines law you have the right to access, rectify, port and erase your data. To view and manage your information, you can go to the Manage Activity tool, your account settings and Privacy Center. You may manage the information we use to show you relevant content via the **Activity from other businesses setting**, and control certain cookies we use to collect information **here**. You may also **download a copy of your information** to keep or transfer to another service. You can also find and delete specific information using provided deletion controls, such as the Delete buttons to delete content you've posted to your account or the Manage Activity tool to send content to the trash in bulk, or permanently delete your account. If you request that we delete your account or content, it may take up to 90 days to delete your information after we begin the account deletion process or receive a content deletion request. After the information is deleted, it may take us up to another 90 days to remove it from backups and disaster recovery.

Where we rely on your consent to process your information, you can withdraw your consent at any time. Doing so will not affect the lawfulness of processing based on consent before withdrawal. However, if you withdraw your consent or if you choose not to provide your data to us, we may not be able to provide our service to you. You also have the right to object to certain processing of your information when we rely on our legitimate interests. 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**. You can also use the "unsubscribe" link in our marketing communications to stop us from using your information for that direct marketing.

Learn more about **your rights** and find out how you can exercise them in the **Facebook Settings** and **Instagram Settings**.

You can also lodge a complaint with the NPC by contacting them directly. Contact the **Data Protection Officer** for Meta Platforms, Inc.

Why and how we process your information

The categories of information we use, and why and how information is processed, are set out below:

Personalizing Meta Products

Why and how we process your information:

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

- Personalize features and content (such as your Facebook Feed, Instagram Feed, our features that are part of AI at Meta and Stories);
- Personalize 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.

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, subject to applicable law
- Interactions with our features that are part of AI at Meta and related metadata. For example, information like content and messages you or others exchange with these 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 (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

For WhatsApp users, **learn more** about what information is shared with Meta.

Associating your accounts

Why and how we process your information:

If you 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 Help Center article**.

Your activity and information you provide

Friends, followers and other connections

App, browser and device information

Providing and improving Meta Products

Why and how we process your information:

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 advertising products
- Provide our features that are part of **AI at Meta** that do things like create and understand content (like text, audio, images and videos) and perform actions
- Undertake analytics

- Facilitate your purchases and payments on Meta Pay or other Meta checkout experiences
- See if our Products are working correctly, such as troubleshooting, and fixing it when it's not working

We also use information to develop, research and test improvements to Meta Products. We use information we have 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 about what you like about our Products and brands and on what we can do better for Meta Products and brands

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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, subject to applicable law
- Interactions with our features that are part of AI at Meta and related metadata. For example, information like content and messages you or others exchange with these 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, 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

Developing and improving AI at Meta

Why and how we process your information:

Develop and improve **AI at Meta** for Meta Products and for third parties.

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 our features that are part of AI at Meta and related metadata. For example, information like content and messages you or others exchange with these features.

Information from partners, vendors and third parties

Promoting safety, integrity and security on and across the Meta Products

Why and how we process your information:

The Meta Products are designed to research and help ensure the safety, integrity and security of those services and those people who enjoy them, on and off Meta Products. 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
- Identify and combat disparities and racial bias against historically marginalized communities
- Protect the life, physical or mental health, well-being or integrity of our users or others
- Detect and prevent spam, other security matters and other bad experiences
- Detect and stop threats to our personnel and property
- 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, subject to applicable law
- Interactions with our features that are part of **AI at Meta** and related metadata. For example, information like content and messages you or others exchange with these 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, 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:

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 email 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 across borders, including from and to the United States and other countries: 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, vendors 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
- To fix, analyze and improve our Products.

For more information, see the "How do we transfer information?" section of the Meta Privacy Policy.

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, subject to applicable law
- Interactions with our features that are part of AI at Meta and related metadata. For example, information like content and messages you or others exchange with

these 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, 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

Processing information with special protections

Why and how we process your information:

Processing information subject to special protections under applicable laws that you provide so we can share it with those you choose, to provide, personalize and improve our Products and to undertake analytics. We'll collect, store, publish and apply automated, or sometimes manual (human), 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, or where you have given your explicit consent

Using information from third parties for personalizing ads

Why and how we process your information:

Receiving and using information from third parties to tailor the ads you see: We'll use information that advertisers, businesses and other partners provide us about activity off the Meta Company Products that we have associated with you to personalize 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:

Your activity and information you provide:

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

Information from partners, vendors and third parties

Sharing information with third parties at your request

Why and how we process your information:

The type of third party and categories of information shared depend on the circumstances of what you ask us to share. For example:

- We share your email (or other contact information) or other information you might choose when you direct us to share it with an advertiser so they can contact you with additional information about a promoted product, and
- If you choose to integrate other apps, games or websites with Meta Products and log in, we'll share your information with the app, game or website to log you in.

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

Providing measurement, analytics and business services

Why and how we process your information:

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 clients' 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 Meta Products, and
- Provide aggregated user analytics and insights reports that help users, businesses, advertisers and other partners better understand the audiences with whom they may want to connect, as well as the types of people who use their services and how people interact with their content, websites, apps and 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:

- 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 our features that are part of AI at Meta and related metadata. For example, information like content and messages you or others exchange with these 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, including your IP address
- Information from cookies and similar technologies

Providing a seamless experience

Why and how we process your information:

Sharing of information across the Meta Companies:

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

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, subject to applicable law
- Interactions with our features that are part of AI at Meta and related metadata. For example, information like content and messages you or others exchange with these 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, including your IP address
- Information from cookies and similar technologies

For WhatsApp users, learn more about what information is shared with Meta.

Business intelligence and analytics

Why and how we process your information:

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

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, subject to applicable law
- Interactions with our features that are part of AI at Meta and related metadata. For example, information like content and messages you or others exchange with these 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, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Personalizing ads on Meta Audience Network

Why and how we process your information:

Identifying you as a Meta Product user and personalizing the ads we show you through **Meta Audience Network** when you visit other apps:

- When we show you ads through Meta Audience Network when you visit other apps, our systems automatically process the information we have collected and stored about you and others to identify you as a Meta Product user and tailor the ads you see.

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 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, subject to applicable law
- Interactions with our features that are part of **AI at Meta** and related metadata. For example, information like content and messages you or others exchange with these 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
- Information about the network you connect your device to, including your IP address
- Information from cookies and similar technologies

Providing marketing communications

Why and how we process your information:

- Depending on your settings and subject to applicable law, 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 email, subject to applicable laws.

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 email address

App, browser and device information:

- Device identifiers

Undertaking research and innovation for social good

Why and how we process your information:

- 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 analyze information that we have about migration patterns during crises. This helps relief organizations get aid to the right places.
- We collect, store, combine, analyze 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 programs.

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, subject to applicable law
- Interactions with our features that are part of AI at Meta and related metadata. For example, information like content and messages you or others exchange with these 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, including your IP address
- Information from cookies and similar technologies

Information from partners, vendors and third parties

Anonymizing your information

Why and how we process your information:

In some cases, we anonymize information we have associated with 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.

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, subject to applicable law
- Interactions with our features that are part of **AI at Meta** and related metadata. For example, information like content and messages you or others exchange with these 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, 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 responding to legal requests

Why and how we process your information:

See the **"How do we respond to legal requests, prevent harm and promote safety and integrity?"** section of the Meta Privacy Policy for more 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 Companies, Meta Products, users, employees, property and the public

Learn more about how we promote safety, security and integrity.

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, subject to applicable law
- Interactions with our features that are part of AI at Meta and related metadata. For example, information like content and messages you or others exchange with these 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
- 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

Processing information when required by law

Why and how we process your information:

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 the "How do we respond to legal requests, prevent harm and

promote safety and integrity?" section of the Meta Privacy Policy 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 shared or otherwise 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, subject to applicable law
- Interactions with our features that are part of AI at Meta and related metadata. For example, information like content and messages you or others exchange with these 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, 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