# Facebook

**You should read this guide if you want to know:**

* What data Facebook collects about you.
* How Facebook uses your data.
* How to access, download or modify your Facebook data.

**What data does Facebook collect about me?**

Facebook collects 98 different types of data points about consumers. There are too many to list here, but some notable data points include the location, age, gender, education level and ethnic affinity of users.

**How does Facebook collect data?**

Facebook collects data from user actions. Instances of user action include ‘Liking’ or commenting on a post, sharing or reposting a piece of content, or even clicking and opening a post.

Facebook also gets user data from other websites and apps. This data comes from:

* **Social plugins** (the ‘Like’ and ‘Share’ buttons).
* The **Facebook Login information** (when you use your Facebook account to log into another website or app).
* The **Facebook Analytics** tool (a tool that helps websites and apps monitor and analyse consumer activity).
* **Facebook ads and ad measurement** tools (they help websites and apps to display ads from Facebook advertisers, run their own ads on Facebook or elsewhere, and to understand the effectiveness of their ads.

If a website or app has any of these features or tools, Facebook will be collecting some data about you.

**Why is Facebook collecting this data?**

Facebook says it is collecting this data to protect user data from being misappropriated, improve their products and services and make money by selling consumer data to advertisers.

**Where can one see the data that Facebook has collected about me?**

You can access and download the information that Facebook has on you by following these steps:

**In order to access your Facebook information from a desktop computer:**

**1.** Go to the top right corner of the site and click the inverted triangle button.

**2.** Click on **Settings** from the menu that drops down.

**3.** Then click **Your Facebook Information**.

**4.** You should be able to see an **Access your information** link on the right hand side of the webpage.

**5.** Once you click on this link, you will see a list of your Facebook information that has been classified by type.

**To download a copy of your Facebook data from a desktop computer:**

**1.** Go to the top right corner of the site and click the inverted triangle button.

**2.** Click on **Settings** from the menu that drops down.

**3.** Then click **Your Facebook Information**.

**4.** You should be able to see a **Download Your Information** link.

**5.** After clicking this link, you’ll see various options to add or remove categories of data from your request. Click on the boxes (on the right) to choose the data you wish to download.

**6.** Select other options, including:

* The format of your download request.
* The quality of photos, videos and other media.
* A specific date range of information. If you don’t select a date range, you’ll request all the information for the categories you’ve selected.

**7.**Then, click on **Create File** to confirm the download request.

**8.** After you’ve made a download request, it will appear as **Pending** in the **Available Files** section of the Download Your Information Tool. It may take several days for Facebook to finish your download request.

**9.** Once Facebook has prepared your download request, they’ll send a notification letting you know it’s ready.

**To download a copy of data you requested:**

**1.** Go to the **Available Files** section of the Download Your Information tool.

**2.** Click **Download** and enter your password.

Remember, you can download a copy of all your Facebook information at once, or you can select only the types of information and date ranges that you want. You can choose to receive your information in a webpage format (HTML) that is easy to view, or a JSON format, which allows you to move information to another service. You can also click on the **show more** link, to view information about your download request, such as the format and when it will expire. Downloading your information is a password-protected process that only you will have access to. Once you’ve created a file, it will be available for download for a few days.

**How do I download this data on the mobile/app version of Facebook?**

Go to the bottom right corner of the site and click the **Menu** button. As you scroll down, you should be able to see a **download your information** link to click on. You can then follow the same procedure as the desktop version.

**Why should I download my Facebook data?**

* The data can provide a personal back up or archive of your account in case you delete or lose control of your account.
* You can check what data Facebook has about you. After going through the downloaded data you may choose to alter your privacy settings or even change what information you provide to the site.

**Can I upload this data somewhere else?**

Yes. If you understand databases and have some basic programming skills, you can download your data in a JSON file and move it to another service. Alternatively, you can browse through your downloaded content and selectively choose to upload your data to other sites. Facebook, along with Google, Microsoft and Twitter is part of the Data Transfer Project, which is trying to make it easier for consumers to transfer their data between services.

**Is this all the data that Facebook has on me?**

When you access or download a copy of your information, you only have access to the information that you (or others) have posted on the site about you. Facebook gives you some information about how ads target you on the platform but don’t provide detailed information about the advertising categories they use. The company also does not give you any additional data they may have developed about you by combining existing data sources or by sourcing additional data from third party companies.

**Can I do anything else to protect my data?**

* Pay attention when Facebook talks about privacy and data. Consider if their corporate ethics align with your personal beliefs.
* Familiarise yourself with Facebook’s privacy policies and settings.
* Conduct a privacy check-up on your account every three months, as Facebook’s architecture, policies and practices change quite often.
* Use tools like the **Clear History** option, which prevents Facebook from tracking your search history or the **Ad preferences** tool, which explains why you see some ads and not others.

**Please note:** This guide was based on the relevant privacy policy and supporting information available on March 15, 2019. Policies and practices may have changed in the meantime.