



Instagram

You should read this guide if:

- You are concerned about data that can directly or indirectly identify you.
- You would like to know how Instagram is utilising your data.
- You would like to know how you can access, download or modify your Instagram data.

How does Instagram collect my data?

Instagram collects information based on three general categories:

1. Information and content you provide when you use Instagram. This captures a lot of things including:
 - Your actions when engaging with the application.
 - Your personal account information.
 - Your messages or communication with other users
 - The location, date and time when you use the App.
 - Information to assist with facial recognition.
 - Your personal networks and connections.
 - Information about transactions conducted via the app.
2. Information about the devices you use Instagram on. This information will consist of device attributes, device operations, unique identifiers, device IDs, device signals, data from device settings, telecommunication network and settings information, and cookie data.
3. Information from Instagram's business partners including advertisers, app developers, and publishers. These partners provide information about your activities off Instagram—including information about your device, websites you visit, purchases you make, the ads you see, and how you use their services—whether or not you have an Instagram account or are logged into Instagram. Partners receive your data when you visit or use their services or through third parties they work with.

Why is Instagram collecting this data?

Instagram claims that it is collecting your data in order to:

- promote safety, integrity and security of consumer accounts by employing collected data;
- provide, personalise and improve their products and content and make suggestions to you, including ads and other sponsored content;
- communicate with you about the apps policies and terms and to send you marketing communication material;

- provide measurement, analytics, and other business services to help advertisers and business partners measure the effectiveness and distribution of their ads and services;
- to share your information with businesses that are legally part of the Facebook group of companies, or that become part of that group;
- research and development for improvement of Instagram;
- research and innovate for social good by using consumer information to conduct and support investigation and improvement on topics of general social welfare, technological advancement, public interest, health and well-being.

Where can I download the data that Instagram has collected about me?

You can now download the information that Instagram has on you by following these steps:

In order to download your Instagram information from a desktop computer:

1. Log in to your Instagram account page.
2. Click on the **Gear icon** next to the Edit Profile option and select **Privacy and Security**.
3. Scroll down to **Data Download**.
4. Click on **Request Download**.
5. Type in your email address, if it doesn't automatically pop up, and then click **Next**.
6. Enter your password and click **Request Download**.

In order to download your Instagram information from an iOS app:

1. Open the app and click on your Instagram profile in the bottom right corner.
2. Click on the options icon on the top right corner of the screen.
3. Click the **Settings** section at the bottom of the menu.
4. Click on the **Privacy and Security** section.
5. Click on **Download Data**.
6. Type in your email address and password (if requested) and then click on **Request Download**.

Instagram claims that it can take up to 48 hours to collect this data and send it to you, and you can only request a file every four days. After the link is sent to your email address you can download your data within the next four days. Your information is sent you in JPEG and JSON format, which allows you the possibility to move this information to another service.

Why should I download my Instagram data?

You should download a copy of your Instagram data for 2 reasons:

1. The data can provide a personal back up or archive of your account in case you delete or lose control of your account.
2. You can check what data Instagram 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?

While there are currently no known social media sites where you can directly upload all the files downloaded from Instagram, you can browse through your downloaded content and selectively choose to upload your data on other sites. Facebook (who own Instagram), 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 Instagram 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. This does not include data Instagram collects about how you use the service or interact with other content on the App (like advertising).

Can I do anything else to protect my data?

- Pay attention when Instagram talks about privacy and data. Consider if their corporate ethics align with your personal beliefs.
- Become familiar with Instagram's privacy settings.
- Conduct a privacy check-up on your account every three months because Instagram regularly changes its policies and practices.

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.