

Facebook Terms of Membership & Facebook Data Policy

When you click Sign UP you <u>automatically</u> agree to all of Facebook's Terms, License permissions and Data Policy.



Facebook is *NOT* free!

- It costs no money to join and has no annual fees they don't want your money, but something much more valuable to them: Your Data.
- Why? Facebook is a the world's largest marketing organization, and consumer data is gold to advertisers.

Facebook is NOT free!

In exchange for a free account, they collect and use every bit of data about their members, and their interactions with Facebook "Products".

That data is used to create targeted advertising opportunities, to attract businesses to advertise on Facebook, and whose ads appear in your Newsfeed, for you and all of your FB Friends to see and interact with.

Facebook is NOT free!

Facebook "Products"

- Facebook itself
- Games on Facebook (Farmville, Words with Friends, etc.)
- · Chat instant messaging
- Messenger
- Essentially anything you interact with (click on or "Like" on Facebook).

Creating A Facebook Account Facebook Terms of Membership

(Copied and pasted directly from their Terms page)

The permissions you give us [by clicking "sign Up"]

We need certain permissions from you to provide our services:

Permission to use content you create and share: You own the content you create and share on Facebook, and nothing in these Terms takes away the rights you have to your own content. You are free to share your content with anyone else, wherever you want. To provide our services, though, we need you to give us some legal permissions to use that [your] content.

Creating A Facebook Account Facebook Terms of Membership

Specifically, when you share, post, or upload content that is covered by intellectual property rights (like photos or videos), you grant us a non-exclusive, transferable, sub-licensable, royalty-free, and worldwide license to host, use, distribute, modify, run, copy, publicly perform or display, translate, and create derivative works of your content (consistent with your privacy settings).

This means, for example, that if you share a photo on Facebook, you give us permission to store, copy, and share it with others (consistent with your settings) such as service providers that support our services or other Facebook Products you use.

Creating A Facebook Account Facebook Terms of Membership

2. Permission to use your name, profile picture, and information about your actions with ads and sponsored content: You give us permission to use your name and profile picture and information about actions you have taken on Facebook next to or in connection with ads, offers, and other sponsored content that we display across our Products, without any compensation to you. For example, we may show your friends that you are interested in an advertised event or have liked a Page created by a brand that has paid us to display its ads on Facebook. Ads like this can be seen only by people who have your permission to see the actions you've taken on Facebook.

Creating A Facebook Account Facebook Terms of Membership

You can end this license any time by deleting your content or account. You should know that content you delete continue to appear if you have shared it with others and they have not deleted it.

Creating A Facebook Account Facebook Data Policy You Agree To

What kinds of information [data] does Facebook collect?

You can learn how to access and delete information we collect by visiting Facebook Settings.

[Data about] Things you and others do and provide:

- Information and content you provide. We collect the content, communications and other information you provide, including
 - when you sign up for an account,
 - create or share content,
 - message or communicate with others.

This can include information in or about the content you provide, such as the location of a photo or the date a file was created.

Creating A Facebook Account Facebook Data Policy You Agree To

2. Networks and connections. We collect information about the people, Pages, accounts, hashtags and groups you are connected to and how you interact with them, such as people you communicate with the most or groups you are part of.

Creating A Facebook Account Facebook Data Policy You Agree To

- **2. Networks and connections.** We collect information about the people, Pages, accounts, hashtags and groups you are connected to and how you interact with them across our Products, such as people you communicate with the most or groups you are part of.
- 3. Your usage. We collect information such as the types of content you view or engage with; the features you use; the actions you take; the people or accounts you interact with; and the time, frequency and duration of your activities.

Creating A Facebook Account Facebook Data Policy You Agree To

4. Information about transactions made on our Products. If you use our Products for purchases or other financial transactions (such as when you make a purchase in a game or make a donation), we collect information about the purchase or transaction. This includes payment information, such as your credit or debit card number and other card information; other account and authentication information; and billing, shipping and contact details.

Creating A Facebook Account Facebook Data Policy You Agree To

Device Information

We collect information from and about the computers, phones, connected TVs and other web-connected devices you use that integrate with our Products, and we combine this information across different devices you use.

For example, we use information collected about your use of our Products on your phone to better personalize the content (including ads) or features you see when you use our Products on another device, such as your laptop or tablet, or to measure whether you took an action in response to an ad we showed you on your phone or on a different device.

Facebook Terms, License and Data Policy

• Facebook is not alone. Very similar Terms, Data Policies and License agreements apply to all Social Media sites, such as Twitter, Instagram, WhatsAp, Messenger, LinkedIn, Snapchat, etc.





















• If you choose to live like a hermit in a cave, perhaps





Understanding FacebookPrivacy

There are separate Privacy Settings for the different kinds of interactions you encounter on Facebook:

- Sharing privacy settings
- Facebook Platform Websites privacy settings
- Facebook Platform Apps privacy settings
- Website Instant Personalization privacy settings
- Social Plug-Ins privacy settings

Let's first define each of those interactions.



Understanding Facebook Privacy

SHARING (Posting)

- Depending how you set your sharing privacy, everything you post on your timeline can be seen by anyone with a Facebook account, or only your friends, or selected friends.
- When you post *directly* on a friend's Timeline, it will be *visible to all of* your friends on Facebook, **not** just the one person you shared it with.
- It will also be visible to everyone who is friends with the friend on whose timeline you posted.
- When you post directly on a friends timeline, you have no control of your privacy (intended audience) setting for that post.







Understanding Facebook Privacy

INSTANT PERSONALIZATION

Instant personalization allows websites to personalize your **experience** while signed into Facebook.

- When a site uses instant personalization, it draws from the public information on your Timeline to predict the types of content you'll find interesting.
- For example, on Facebook, if you show that you like Country music, a music streaming website might suggest songs for you, or show you information and website links about Country music or artists your friends listen to.

Understanding Facebook Privacy

Social plug-ins let you easily share a website's content on Facebook by clicking or touching a "Share" button in the site. Social plug-ins can also show you content from the sites that your friends have

shared with you.



Adjusting Your Privacy Settings

- For a new Facebook user, modifying privacy settings, the first time, can be a bit confusing. And because Facebook can change privacy options without much notice, it's important to review your privacy settings periodically.
- We'll go through a number of key privacy settings on Facebook, explaining how they work and why they're important.

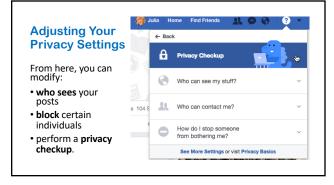
https://www.youtube.com/watch?time_continue=2&v=dY8AOp9lklo

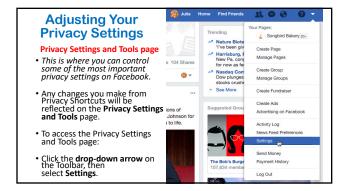
Adjusting Your Privacy Settings

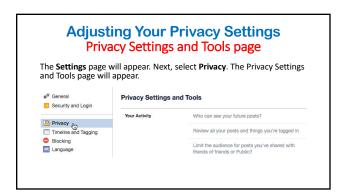
It's important to **choose the privacy settings** with which you are most comfortable. Facebook offers two main ways to control your privacy:

- 1. You can apply privacy settings that set general rules about who can contact you and view your information
- 2. You can control who sees every individual thing you











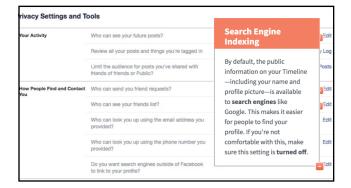












Adjusting Your Privacy Settings The audience Selector

In addition to your overall privacy settings, with the **audience selector** you can control who sees *every individual thing you share*.

- This allows you to change your default privacy settings and make things more private or less private.
- If you change your mind later, you can go back and **change the privacy level** for that post at any time.







Adjusting Your Privacy Settings

Timeline and Tagging Settings

While tags make it easy to connect with your friends on Facebook, your friends may occasionally tag you in posts you don't want to share.

One way to prevent yourself from being tagged in potentially embarrassing photos and posts is to manage your tagging settings.

To access these settings, go to the **Settings** page, then select **Timeline and Tagging**.



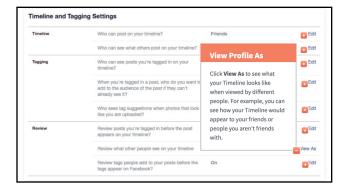














Adjusting Your Privacy Settings Timeline and Tagging Settings

You can also hide and delete posts, and remove tags directly from your Timeline.

Simply click the drop-down arrow, then select the desired option.



Adjusting Your Privacy Settings

Blocking Unwanted Communication

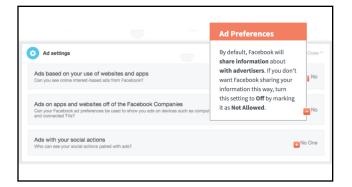
- You can stop certain people from bothering you on Facebook by blocking them. When you block someone, that person can no longer communicate with you or send friend requests.
- \bullet To access these settings, go to the Settings page, then select Blocking.From here, you can block users from contacting you on Facebook. Just enter the name of the person you want to block, then click ${\bf Block}.$
- You can also block entire applications if you want to stop receiving invitations to certain apps and games.

Adjusting Your Privacy Settings Blocking Unwanted Communication Manage Blocking









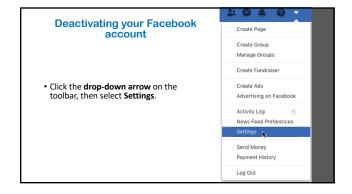


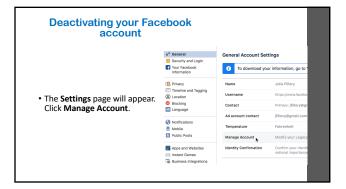
Deactivating your Facebook account

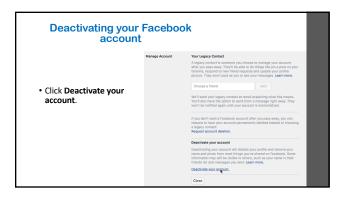
If you decide that you no longer want to use Facebook, it's easy to $\mbox{\bf deactivate your account}.$

When you deactivate your account, you're **hiding** (not deleting) all of your information on Facebook. No one will be able to contact you on Facebook or view the things you've shared, including your Timeline, status updates, and photos.

If you decide that you'd like to return to Facebook, you'll still be able to **reactivate** your account and recover all of your old information.













Deleting your Facebook account Deactivating your account does not fully delete it. Your information is not gone—it's just hidden. However, it is possible to delete your account permanently with no option for recovery. You should only do this if you are absolutely sure you want to permanently delete your Facebook account.





Permanently Delete Account If you want to permanently delete your Facebook account, let us know. Once the deletion process begins, you won't be able to reactivate your account or retrieve any of the content or information you have added. Learn more about account deletion. To Keep Messenger, Deactivate Instead Keep in mind that when you delete your Facebook account, Messenger will allo be deleted, Including your messages. Dewnload Your Information You have 11K photos, 1K posts and more uploaded to Facebook if you want to save this permanently deleted, you can download a copy of your information. Cancel Celetra Account

Deleting your Facebook account Your Facebook account is gone, but your previous content still exists. Anything you posted, shared and re-shared with your Friends will still reside on their accounts, As will anything of yours that your friends shared with their friends. And if those friends , you get the idea.

