

For the latest updates, please visit [Meta's Newsroom](#) and [Privacy Matters](#), [Instagram Blog](#), [WhatsApp Blog](#), and [Messenger News](#).

## Our Commitment

Protecting people's information is central to Meta's vision of being a privacy-focused communications platform. It is fundamental to how our business works, and it's everyone's responsibility at Meta.

## Our Privacy Approach

### We give people control of their privacy.

Meta is committed to giving people more control over their privacy choices. That's why we've built [tools](#) to give people more transparency and control over how their data is used, including:

- **[Privacy Checkup](#)**: Through the Privacy Checkup, people can control who can see what they share, take steps to keep their account secure, control how people can find them on Facebook, and manage their data settings.
- **[Privacy Shortcuts](#)**: This is a place to more easily access your privacy, security and ads controls, as well as Your Facebook information. It has clearer explanations of how these tools and our services work, and quick access to the corresponding controls.
- **[Manage Activity](#)**: Our Manage Activity tool allows people to view and manage their posts in bulk, making it easier to curate your presence on Facebook.
- **[Audience Selector Tool](#)**: Lets people control who will see a post they share on Facebook.
- **[Who can look me up?](#)**: Controls whether people are able to search for you on Facebook using your email address or phone number.
- **[Privacy Center](#)**: Helps people make the privacy choices that are right for them, and is an additional educational surface for Facebook, Instagram, and Messenger, that will provide more helpful in-depth information to people.

## We help people understand our data practices

While our Data Policy describes our practices in detail, we go beyond this to give people more information and controls in our products, including over the ads they see. That's why we believe that [personalised advertising and privacy are not at odds](#). Just some of our tools include:

- **[Ad Preferences](#)**: Lets people view, add, and remove preferences we created for them based on things like their profile information, actions they take on Facebook, and websites and apps they use off Facebook.
- **[Off-Facebook Activity](#)**: We've created a tool so people can see a summary of the information businesses send to Facebook about their activity on other apps and websites and disconnect it from their account if they choose.
- **[Why am I Seeing This Ad?](#)**: People can click on any ad, learn why they are seeing it, and adjust their settings.
- **[Why am I Seeing This Post?](#)**: People can click on any post to help them better understand and more easily control what they see from friends, Pages, and Groups in their News Feed.

## We design privacy into our products from the outset

We [design](#) privacy controls into Meta products with guidance from experts in areas like data protection and privacy law, security, interface design, engineering, product management, and public policy. Our privacy team works to build these perspectives into every stage of product development.

## We work hard to keep people's information secure

We work around the clock to help protect people's accounts, and we build security into our products, including through the following:

- **[Security Checkup](#)**: People can use our Security Checkup to review and add more security to their account.
- **[How we combat scraping](#)**: We devote substantial resources to combating unauthorized scraping on Facebook products.
- **[Two-Factor Authentication](#)**: We give people this option in addition to your password to help protect your account from unauthorized access.
- **[End-to-End Encryption](#)**: We built end-to-end encryption in WhatsApp and offer the option in Messenger to ensure your messages remain private.
- **[More Accountability for Third-Party Apps](#)**: We've made a number of improvements to ensure developers have the tools and information they need to continue to use our platform responsibly.

## People can choose to delete or transfer their information

To give people more control and choice over their data, we give people tools for deleting anything they've posted or transferring data to other services.

- **[Download Your Information](#)**: We've built tools that help people access and download their data.
- **[Data Portability](#)**: We believe that part of having a free and open internet means that people should be able to transfer their data to other apps and services they use. So we've built tools to make it easier for people to take information to another service.

## Improvement is constant

While we've made significant investments over the past two years, we'll continue to refine our practices and improve our tools as expectations change and technology advances.



INSTAGRAM



WHATSAPP

Instagram's Data Policy can be found [here](#), and WhatsApp's Privacy Policy [here](#).



MESSENGER

Who you talk to and what you share should be up to you. To do this, we've built tools that allow you to stay in control, secure your account, and stay safe on the platform. Find out more about how Messenger protects your privacy [here](#).

## Resources

Help Centres contain frequently asked questions about using our platforms:

[Facebook Help Centre](#) | [Instagram Help Centre](#) | [WhatsApp FAQ](#) | [Messenger Help Centre](#)