

What Facebook knows about you

With more than 2.2 billion monthly active users, Facebook has stockpiled personal data on nearly one-third of the world's population – a database that is the core of Facebook's \$40.65 billion business

■ What users submit

User's profile includes name, date of birth, email address, location, job title, education history, relatives and friends



Location tracking

Facebook knows where its users are, where they go, work, eat, shop, hotels and bars visited. **Location-based social media surveillance has been used by law-enforcement agencies**

■ Offline purchases

Facebook buys data from third-party **data brokers** who monitor credit card spending. **Pixel** analytics tool tracks users after they log off from Facebook



■ Likes

Facebook's algorithms use **98 data points** to predict highly sensitive personal attributes – **ethnicity, gender, relationship status, political affiliation**



■ Online purchases

Users' clicks on ads are tracked. Facebook's **cookies** – embedded on third-party sites – track both users and non-members



■ **Metadata:** Facebook harvests data from every text message user sends or receives, including deleted texts

■ **"People You May Know":** Facebook encourages users to upload their entire address books to PYMK. Facebook uses this data to create **shadow profiles**

■ **Shadow profiles:** Dossiers of non-Facebook-user data compiled from contact lists that their friends, and friends of friends, have uploaded. Profiles can also contain facial recognition data from photos and videos



■ **Predictions:** Data can predict future activity. Algorithm-data points include **"users who are heavy buyers of beer, wine or spirits... pain relief products, and over-the-counter medications"**

