



So What About *That Law?*

February 7, 2021

ACTSmart IT Show Notes



Facebook & Third-Party (Off-Facebook)

We bet you'll be as shocked as we were when we found out how many apps and businesses share their information with Facebook!

David had had a list of 1,177 and Pam had 1,302!

Facebook not only uses information from your activity on Facebook and its related products like Instagram to target you with ads, but the company also relies on data from third-party websites to do this.

When you visit a website or use an app, these businesses or organizations can share information about your activity with them by using Facebook's business tools. They use this activity to personalize your experience, such as showing you relevant ads. They also require that businesses and organizations provide notice to people before using their business tools. You'd have to read the Terms Of Service to get this notification and how many of us do that?

Examples of interactions include:

- Opened an app
- Logged into app with Facebook
- Visited a website
- Searched for an item
- Added an item to a wishlist
- Added an item to a cart
- Made a purchase
- Made a donation

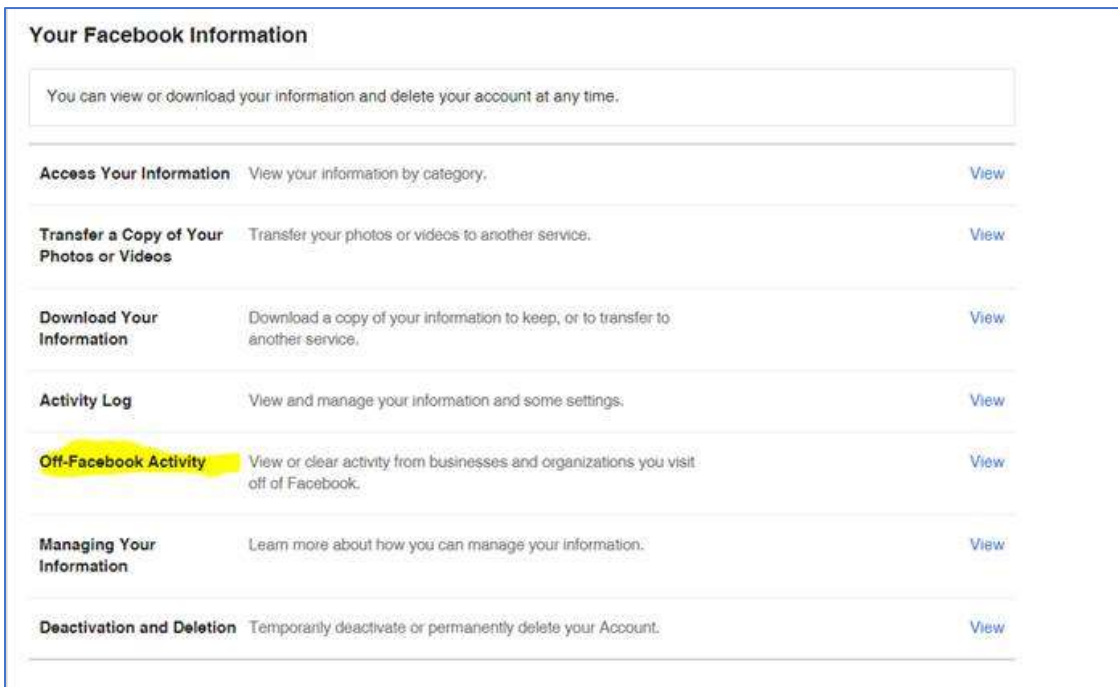
Businesses and organizations can also send custom interactions that meet certain needs. For example, they may use a custom interaction to create a unique group of customers in order to show them relevant ads.

Facebook has a fairly new tool that lets users see exactly which third-party apps and websites share their data with Facebook. I found that my Facebook account had a list of 1,177 apps and websites that have shared my activity.

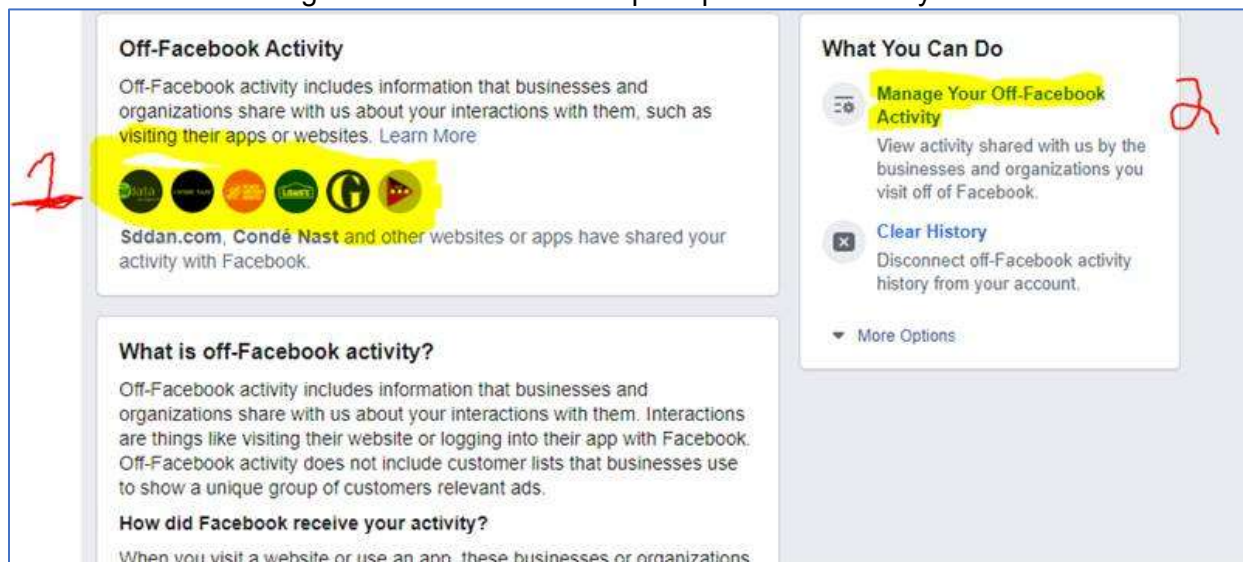
The tool also includes a toggle to turn this off.

To access the feature:

Settings > Settings and Privacy>



1. When you click on the icons of the companies, it's going to ask you to re-enter your password. Then you have to click on the icons again and it will show you the list – see longer image below this image
2. You can click on Manage Your... and it will also pull up the list that they have



You can click on each icon and it will tell you what they are providing to Facebook. You can also click to download your information. Depending on how many accounts you have it could take awhile. Also, some firewalls may prevent this access.


Your Off-Facebook Activity Clear History

This is a summary of the **1,302 apps and websites** that have shared your activity.

i Some of your activity may not appear here. [Learn More](#)

Pam's Pinterest Activity:

Activity Details



pinterest.com
Last received on January 29, 2021

How did Facebook get this activity?

This activity was shared using Facebook's business tools.

494 interactions were received.

What does Facebook do with your activity?

We use your activity to:

- Show you things you might be interested in, like events you might want to go to.
- Show you relevant ads that introduce you to new products and services.
- We do not reveal your information to pinterest.com.
- We don't sell your information to anyone.

What You Can Do

- View pinterest.com
- Turn off future activity from pinterest.com**
- Give feedback about this activity

Close

If you've cleared your history it will take a day or two to repopulate (based on your surfing habits). Also, in order to "turn off" those places from tracking you, you have to go into each and every app/site and tell it to turn off future activity.

Here's what you see when you choose to "turn off" activity. Notice that it does say they'll still get info from them, but it won't be connected to your account.

Manage Future Activity

Turn off future activity from pinterest.com?

Here are some things to know:

- **Turning this off will disconnect your future activity.** It may take 48 hours until it's fully disconnected from your account.
- **If you're logged into pinterest.com with Facebook, turning off your activity may log you out.** It will also prevent you from logging into pinterest.com with Facebook in the future.
- **We'll still receive activity from pinterest.com.** It may be used for measurement purposes and to make improvements to our ads systems, but it will be disconnected from your account.
- **You may still see ads from pinterest.com.** Your ad preferences and actions you take on Facebook will be used to show you relevant ads.

Cancel Turn Off

Future activity from pinterest.com? turned off ✕

We've hidden this from your list, but your past activity has not been disconnected. You can always view and manage activity you've turned off.

Close Manage

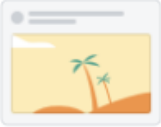
Manage Future Activity ✕

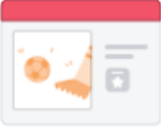
How do we use your off-Facebook activity?

We connect your off-Facebook activity to your account to do things like:

- Show you relevant ads and introduce you to new products and services.
- Create a more personalized experience for you by suggesting things you might be interested in, like events you might want to go to.


How Your Activity May Be Used

 You may have seen ads for hotel deals if you've been visiting travel websites.

 You may have seen events for fitness classes if you've recently purchased or viewed athletic apparel.

Close Manage Future Activity

< Off-Facebook Activity

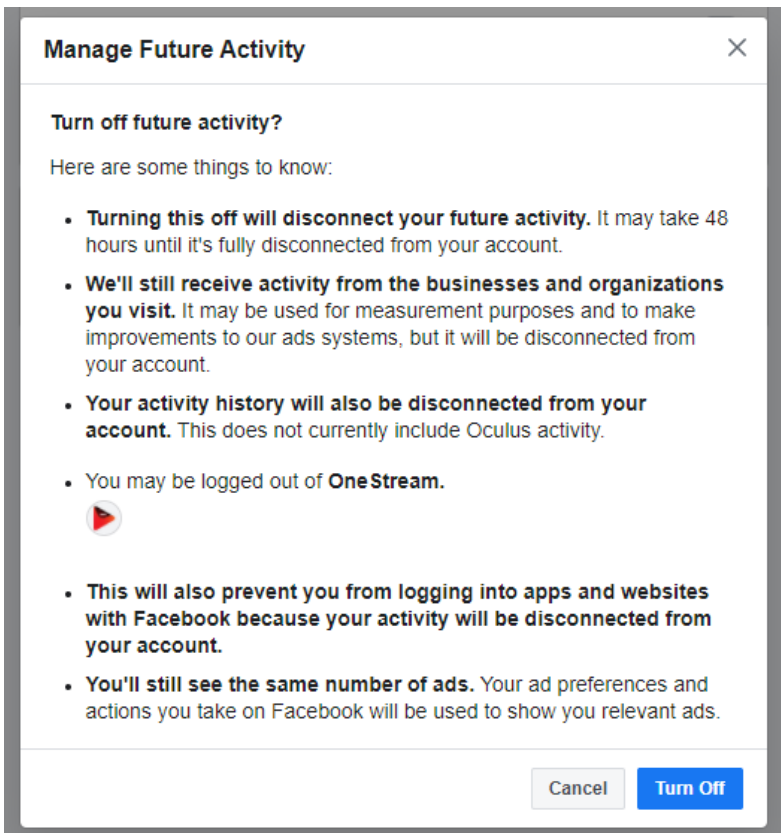
Future Off-Facebook Activity 

Keeping your future off-Facebook activity saved with your account allows us to personalize your experience.

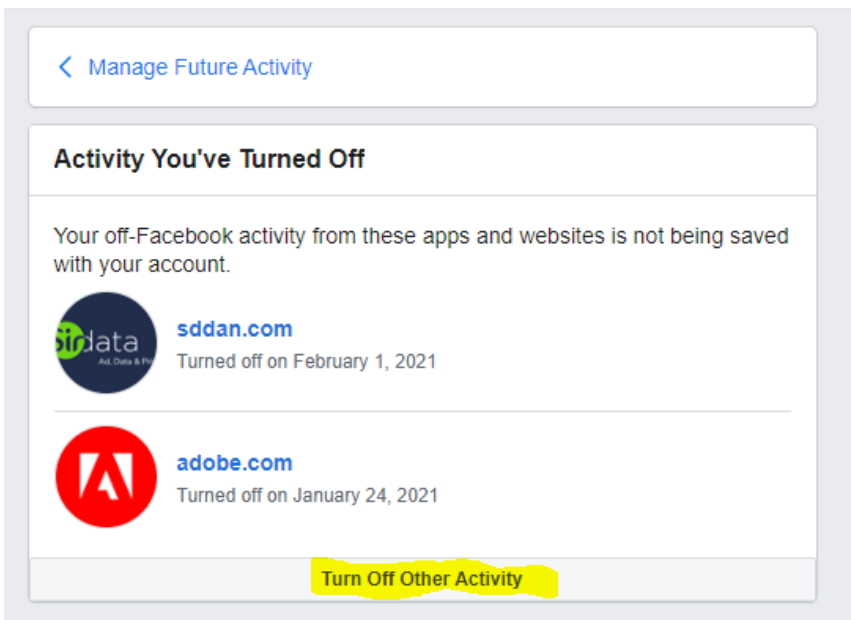
Activity You've Turned Off

View and manage the apps and websites whose activity you've turned off. >

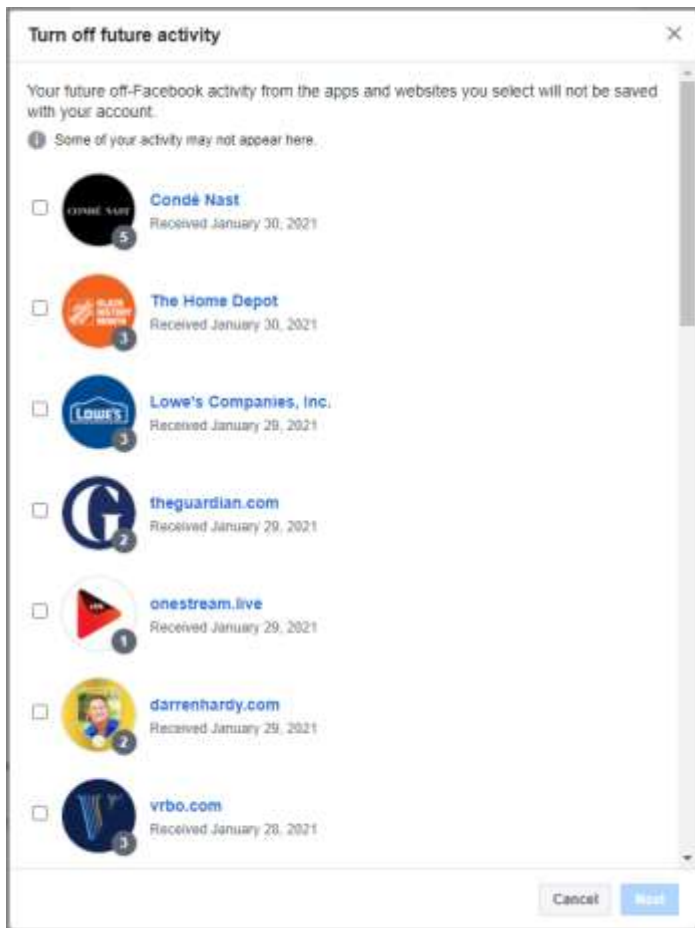
This is what happens if you opt to turn off (the slide button) which then makes it impossible to connect using programs that you WANT to use with Facebook so you have to leave it on!



This is what you get when you click activity You've Turned off



That opens a new box where you can see other companies that are following you – the same ones in your current list and you can turn them off here.



But this will do little to stop the apps from sharing information with Facebook going forward. **They'll still receive activity from the third-party site.** It may be used for measurement purposes and to make improvements to Facebook's ads systems, but it will be disconnected from your account.

- **You may still see ads from the third-party..** Your ad preferences and actions you take on Facebook will be used to show you relevant ads.

To prevent future data sharing, you can either turn everything off or you can turn off data sharing app by app.

If you want to be selective about which apps you prevent, simply click an app that you want off, scroll down and select "Turn off future activity." Repeat this for each website that you want to turn off.

To turn off future data sharing in bulk, click on "Manage Future Activity," which will prompt a pop up where you should click "Manage Future Activity." This will take you to another page where you can switch a toggle for "Future Off-Facebook Activity."

This will turn off everything. It will also log you out of any apps for which you use your Facebook activity to sign in, which could include popular services like Spotify, Venmo and Airbnb. If you do turn everything off (like I did) you'll not be able to use Facebook to log into these services or apps unless you turn them back on.

If you ever need to turn a service back on, head to the "Manage Future Activity" page and then tap on "Activity You've Turned Off." There you will see apps you've turned off. If you click them, you will see an option to allow activity from that website to reconnect with your Facebook account.

Bonus Information:

Wonder what other companies / apps are sharing?

You can go here:

<https://staysafeonline.org/stay-safe-online/managing-your-privacy/manage-privacy-settings/>

Google - Your Web & App Activity includes the things you do on Google services, like Maps, Search, and Play. It can also include things you do on sites, apps, and devices that use Google services or your voice and audio recordings. The activity you keep is used to give you more personalized experiences, like faster searches and more helpful app and content recommendations.

You can see your activity, delete it manually, or choose to delete it automatically using the controls on this page.

<https://myactivity.google.com/>