

ObscureIQ™ Privacy Guides

Optimize your Facebook Settings



- **What Are You Sharing on Facebook and With Whom?**
 - Limit who can see what you share
 - Limit who can see your profile information
 - Limit who can see your posts and stories
 - Block harassers or anyone you don't know
 - **How Can People Find You via Facebook?**
 - Limit friend requests
 - Block profile suggestions
 - Block search engines
 - **Facebook Advertising Settings**
 - Ad Preferences
 - Ad Settings
 - Why Am I Seeing This Ad?
 - Ad Topics
 - **Other Facebook Settings**
 - Turn off location services
 - Disable face recognition
 - Improve password security
 - **Additional Resources**
-

To access Meta Privacy Center, ensure that you are logged into Facebook and click this [link](#).

Privacy Checkup

Meta

Privacy Center

Make the privacy choices that are right for you. Learn how to manage and control your privacy on Facebook, Instagram, Messenger, and other Meta Products.

We build privacy into our products

- Privacy Checkup**
Tools like Privacy Checkup make it easy for you to take control of your privacy.
- Private messaging**
Our messaging products offer end-to-end encryption so your conversations stay safe and secure.

Settings to help control your privacy

We build easy-to-use settings you can use to make the privacy choices that are right for you.

[Review settings](#)

[Privacy topics](#)

Meta launched Privacy Center in January 2022 as an educational resource for users to learn about their privacy options and understand how the company collects and uses information.

The Meta Privacy Center is a comprehensive hub designed to educate users about their privacy options and how Meta handles data across its various apps and technologies, including Facebook, Instagram, WhatsApp, and Messenger. It covers five main privacy topics: security, sharing, data collection, data use, and ads.

1. **Security:** Provides information on securing accounts, setting up tools like two-factor authentication, and Meta's efforts to combat data scraping.
2. **Sharing:** Guides users on managing who can see their posts and how to clean up old posts.
3. **Data Collection:** Explains the types of data Meta collects and how users can access their information.
4. **Data Use:** Describes how and why data is used, with tools to manage data usage.
5. **Ads:** Offers insights into how ad targeting works and controls for managing ad preferences

What Are You Sharing on Facebook and With Who?

Select “Who can see what you share”

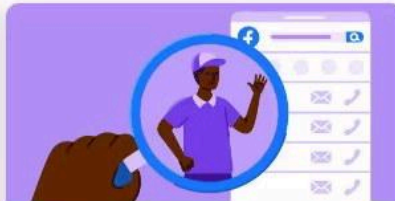
Privacy Checkup

We'll guide you through some settings so that you can make the right choices for your account.

What topic do you want to start with?



Who can see what you share



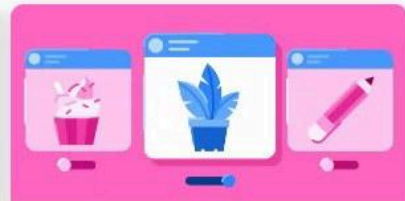
How people can find you on Facebook



How to keep your account secure



Your data settings on Facebook



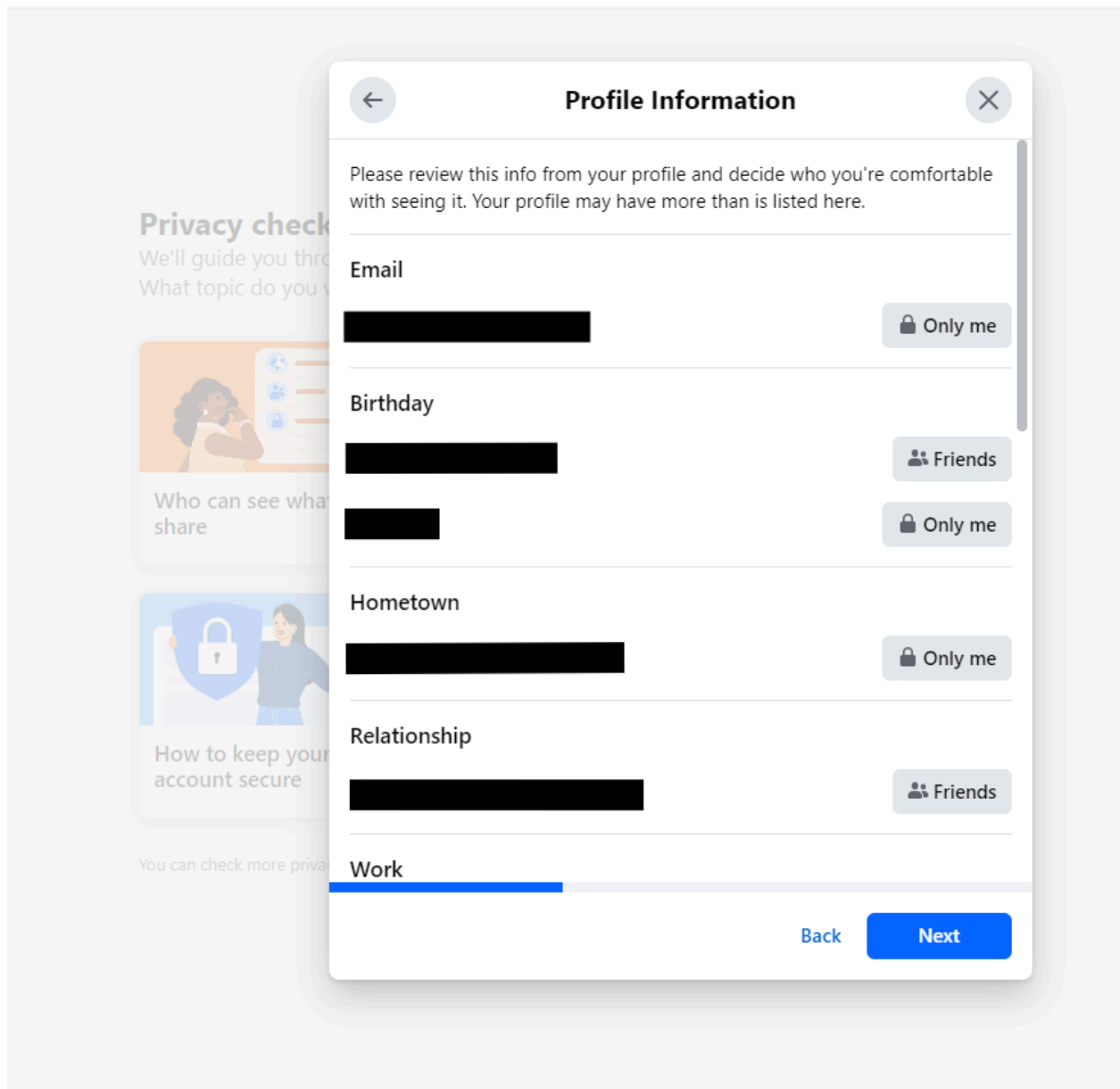
Your ad preferences on Facebook

You can check more privacy settings on Facebook in [Settings](#).



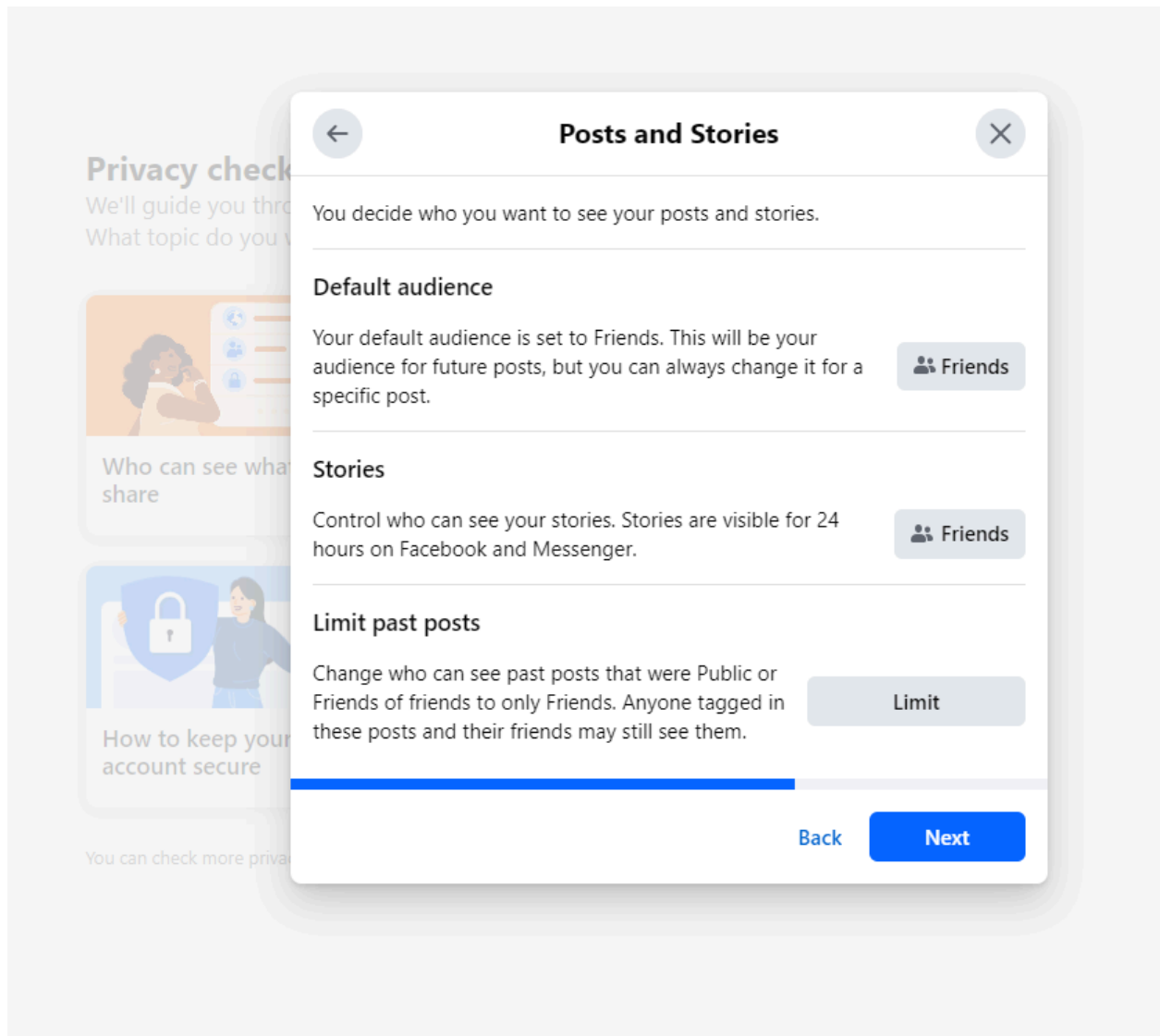
Profile Information:

Set each category (e.g., birthday, contact info) to Only Me or Friends. We recommend setting most categories to Only Me.



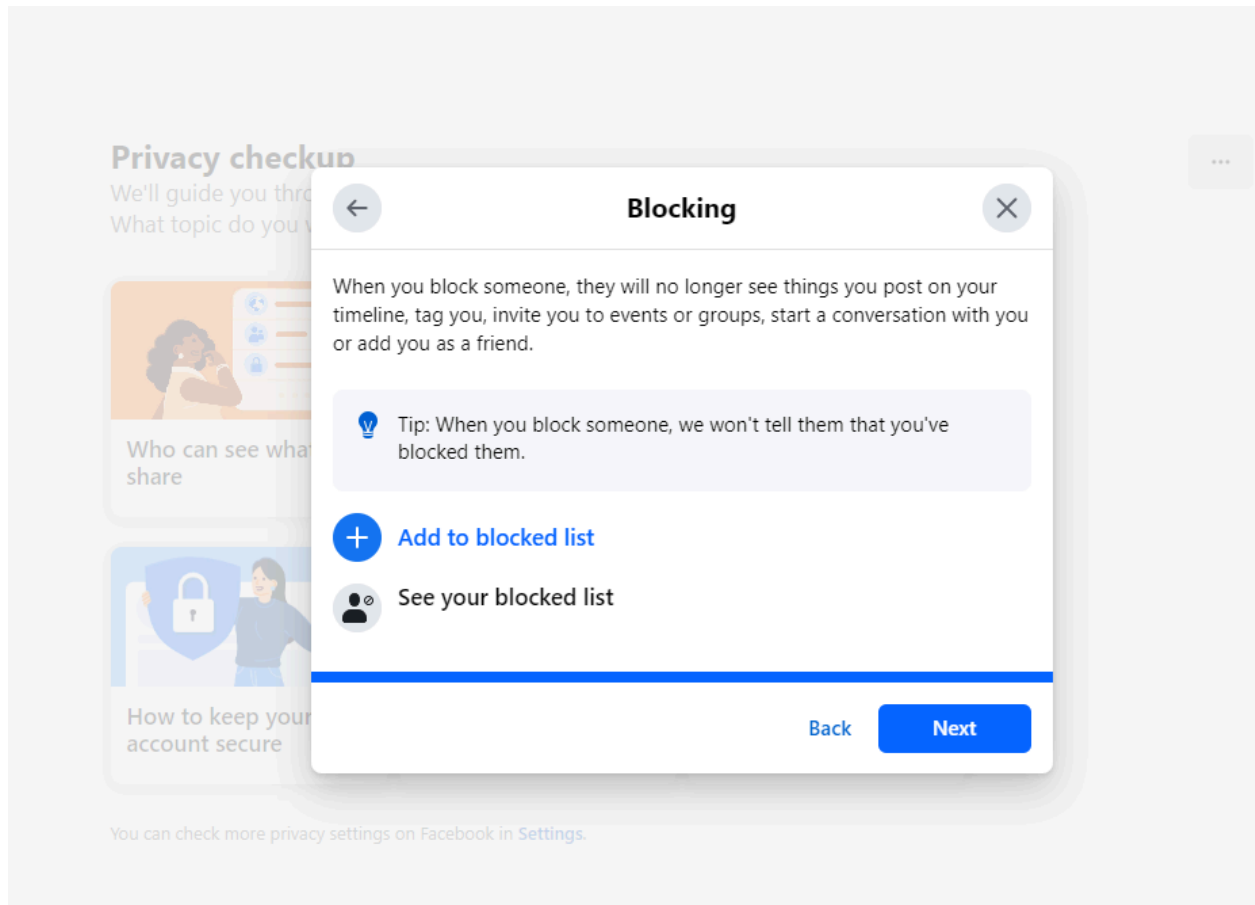
Posts and Stories:

Set the default audience for posts and Stories to Friends or Only Me.



Blocking:

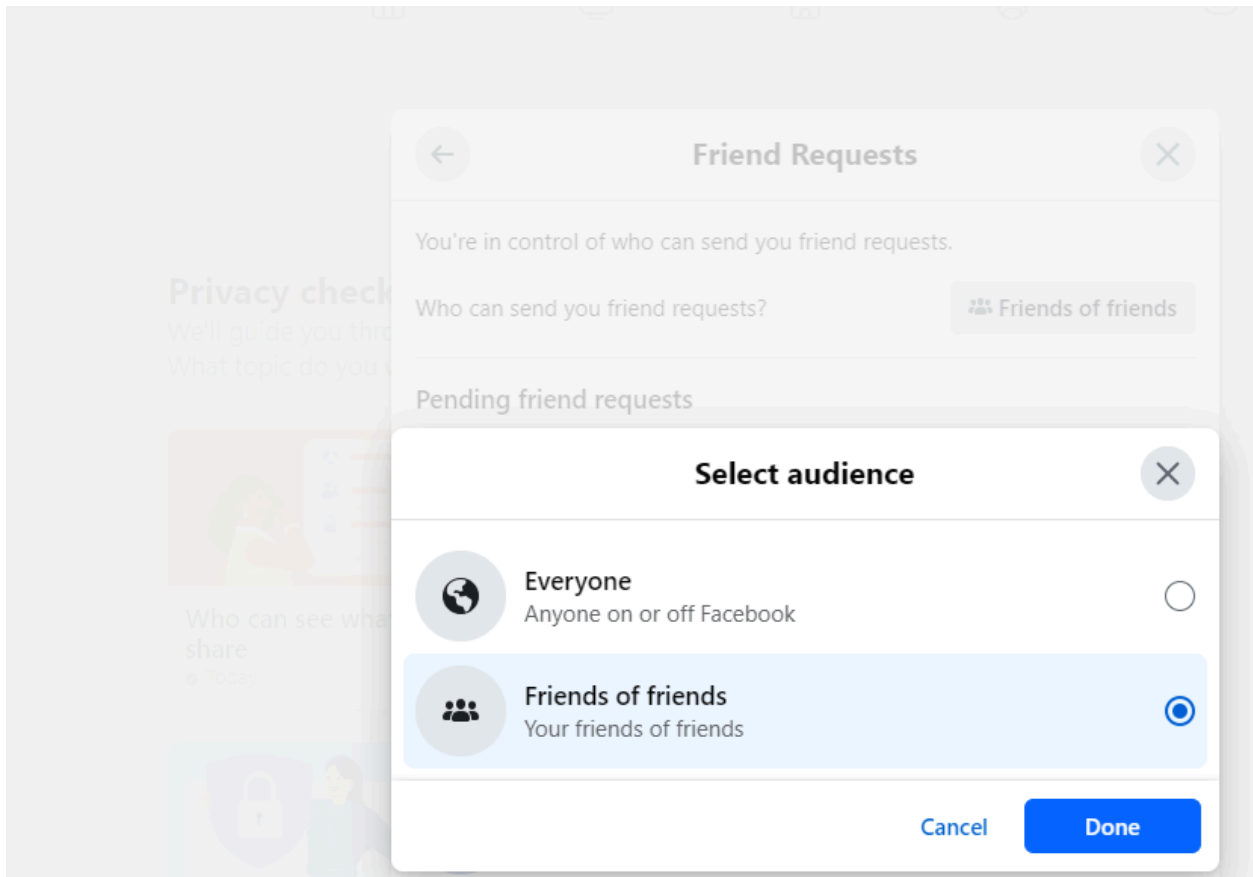
We recommend blocking anyone who may be untrustworthy. This can be anyone on your friends list or outside.



How Can People Find You With Facebook?

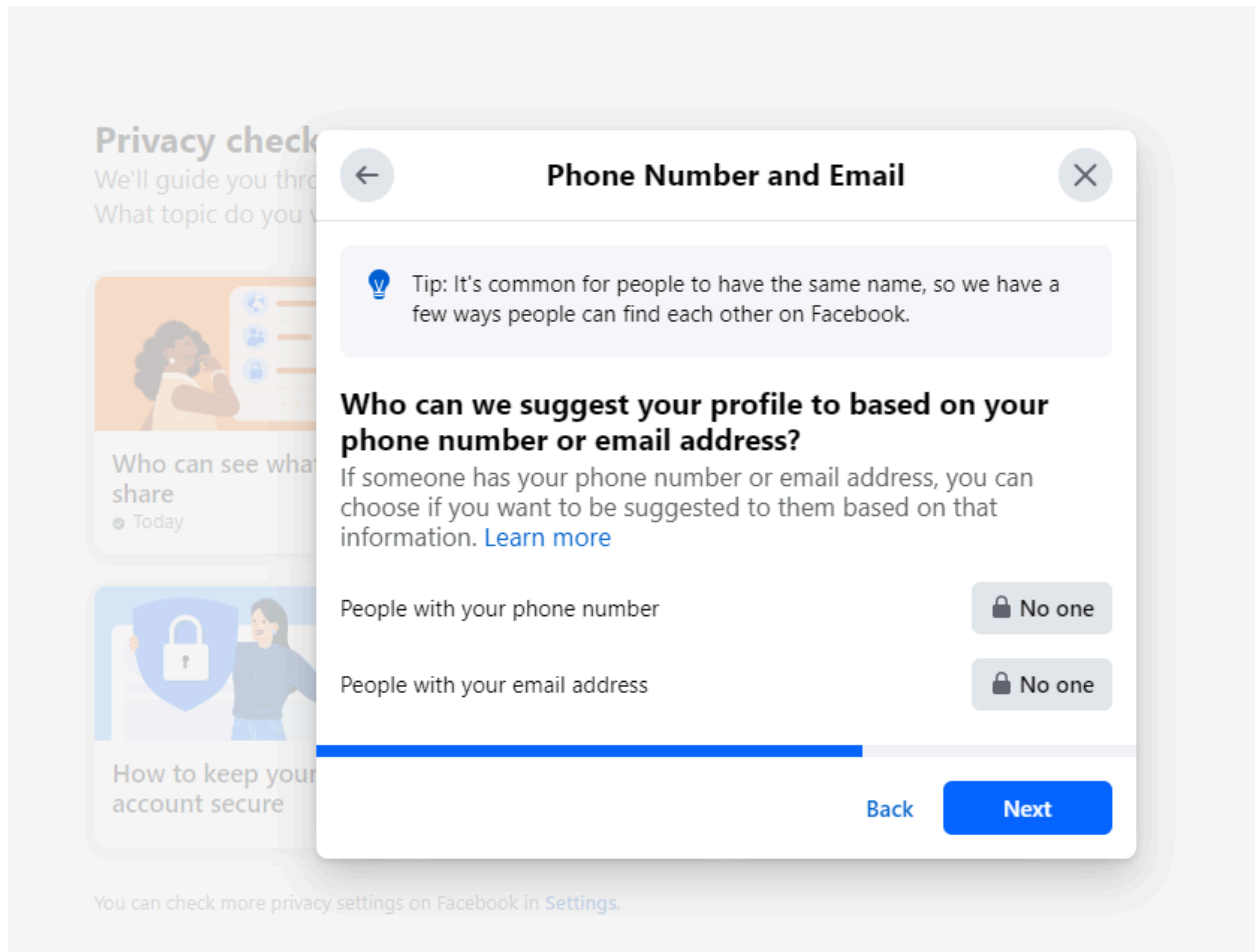
Friend Requests:

Select Friends of friends



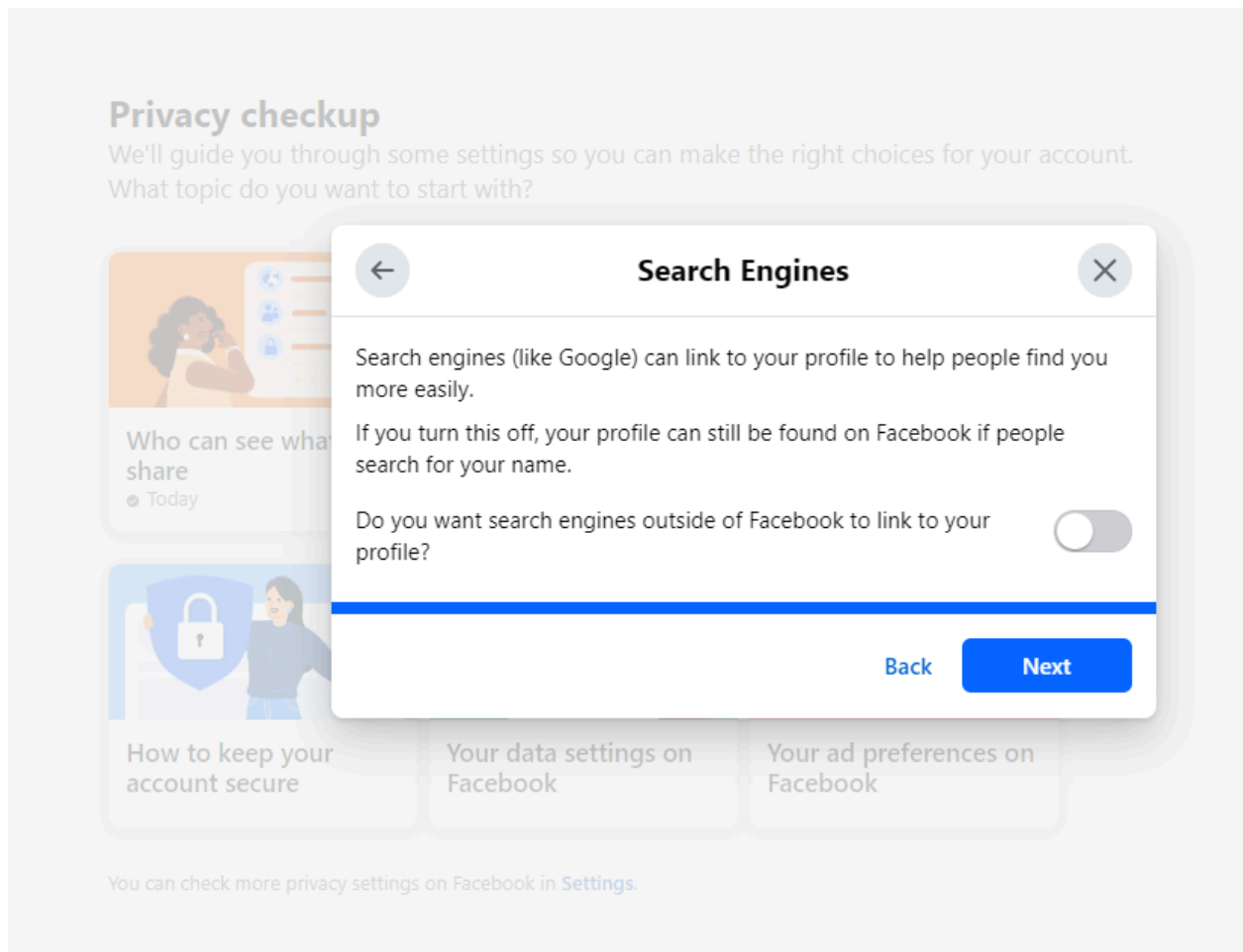
Profile Suggestions / Phone Number and Email:

Set both to Only Me.



Search Engines:

Turn off “Do you want search engines outside of Facebook to link to your profile?”



The image shows a screenshot of a Facebook privacy checkup dialog box. The dialog is titled "Search Engines" and has a back arrow on the left and a close 'X' on the right. The main text reads: "Search engines (like Google) can link to your profile to help people find you more easily. If you turn this off, your profile can still be found on Facebook if people search for your name." Below this is a toggle switch for the question "Do you want search engines outside of Facebook to link to your profile?", which is currently turned off. At the bottom of the dialog are "Back" and "Next" buttons. The background shows a blurred "Privacy checkup" screen with options like "Who can see what you share", "How to keep your account secure", "Your data settings on Facebook", and "Your ad preferences on Facebook".

Privacy checkup
We'll guide you through some settings so you can make the right choices for your account. What topic do you want to start with?

Search Engines

Search engines (like Google) can link to your profile to help people find you more easily.

If you turn this off, your profile can still be found on Facebook if people search for your name.

Do you want search engines outside of Facebook to link to your profile?

Back Next

Who can see what you share
Today

How to keep your account secure

Your data settings on Facebook

Your ad preferences on Facebook

You can check more privacy settings on Facebook in [Settings](#).

Facebook Ad Settings

Adjusting your ad settings on Facebook can significantly improve your privacy by limiting the information Facebook collects and uses for advertising purposes. Here are key ways to enhance your privacy through ad settings:

1. **Opt out of ad personalization** based on partner data by going to Ad Preferences → Manage Info → Activity information from ad partners, and selecting "No, don't make my ads more relevant by using this information".
2. In the Meta Accounts Center, under Ad Preferences, set "Profile Information" options to "No" to **prevent Facebook from using your personal details for ad targeting**.
3. Remove any categories listed under "Categories associated with you" to **reduce interest-based advertising**.
4. Set "Social interactions" to "Only Me" to **prevent your likes and interactions from being used in ads shown to your friends**.
5. Change the toggle for "Ads shown off Meta" to "Not Allowed" to **limit Facebook's ability to show you personalized ads on other websites and apps**.

Ad Preferences

Manage the types of ads you see by adjusting your preferences.

Instructions:

1. **Log in to Facebook** on your desktop.
2. **Navigate to Settings & Privacy:**
 - Click on the downward arrow in the top right corner of the screen.
 - Select "Settings & Privacy" from the dropdown menu.
3. **Access Ad Preferences:**
 - In the Settings menu, click on "Ad Preferences" or "Ads" in the left-hand column.
4. **Adjust Ad Topics:**
 - In the Ad Preferences section, look for "Ad Settings" and then "Ad Topics."
 - Here, you can choose to see fewer ads about specific topics by clicking on each topic and selecting "See Fewer."
5. **Hide Ads from Specific Advertisers:**
 - Under "Advertisers and Businesses," you can view a list of advertisers you have interacted with.
 - Select an advertiser and choose "Hide Ads" if you no longer want to see ads from them.

Ad Settings

Limit the use of information from partners and restrict how your data is used for ads.

Instructions:

1. **Log in to Facebook** on your desktop.
2. **Navigate to Settings & Privacy** as described above.
3. **Access Ad Preferences:**
 - Click on "Ad Preferences" or "Ads" in the left-hand column.
4. **Manage Ad Settings:**
 - Under "Ad Settings," you'll find several options, such as:
 - **Ads based on data from partners:** Toggle this setting off to prevent Facebook from using data from partners to show personalized ads.
 - **Ads based on your activity on Facebook Company Products that you see elsewhere:** Toggle this off to stop using your Facebook activity to show ads on other websites.
 - **Ads that include your social actions:** You can manage whether your social actions (like likes and follows) are used in ads.

Why Am I Seeing This Ad?

Understand and manage the criteria used to target ads.

Instructions:

1. **When you see an ad** on Facebook that you want to know more about, click on the three dots (...) in the top right corner of the ad.
2. **Select "Why am I seeing this ad?"** from the dropdown menu.
3. **Review the Explanation:**
 - This will show you the specific reasons why you are seeing the ad, such as your interests, demographic information, or your activity on Facebook.
4. **Manage Ad Preferences:**
 - If you want to change the settings that influence this ad, click on "Manage your ad preferences" in the explanation window.
 - This will take you back to the Ad Preferences page, where you can adjust settings as needed.

Ad Topics

Goal: Control the topics used to show personalized ads and opt out of specific ad categories.

Instructions:

1. **Log in to Facebook** on your desktop.
2. **Navigate to Settings & Privacy** as described above.
3. **Access Ad Preferences:**
 - Click on "Ad Preferences" or "Ads" in the left-hand column.
4. **Review Ad Topics:**
 - Under "Ad Settings," find "Ad Topics."
 - Here, you will see a list of topics that Facebook uses to show personalized ads.
5. **Opt-Out of Topics:**
 - For each topic, you can choose to see fewer ads by clicking on the topic and selecting "See Fewer."
 - This will reduce the number of ads you see related to that topic, enhancing your privacy.

Other Facebook Settings

Turn Off Location Services

To prevent Facebook from tracking your location, you need to turn off location services. This can be done through both the Facebook app on your mobile device and the Facebook website on a computer. Here are the detailed instructions for the website:

Access Settings:

- Click on the downward arrow (or your profile picture) in the top right corner of the screen.
- Select "Settings & Privacy" and then "Settings."

Find Location Settings:

- In the left sidebar, click on "Location" under the "Security and Login" section.

Manage Location Settings:

- On the Location Settings page, you can see various options to manage your location settings.

Turn Off Location Services:

- **Location History:** Click on "View Your Location History" and then "Turn Off Location History" to stop Facebook from saving your location data.
- **Location Services:** Ensure that location services are disabled in your browser settings. This varies by browser:
 - **Google Chrome:** Go to "Settings" > "Privacy and security" > "Site Settings" > "Location" and ensure that Facebook is not allowed to access your location.
 - **Mozilla Firefox:** Go to "Options" > "Privacy & Security" > "Permissions" > "Location" and remove any Facebook permissions.
 - **Microsoft Edge:** Go to "Settings" > "Cookies and site permissions" > "Location" and ensure that Facebook does not have permission to access your location.

Disable Face Recognition

Prevent Facebook from recognizing your face.

Access Settings:

- Click on the downward arrow (or your profile picture) in the top right corner of the screen.
- Select "Settings & Privacy" and then "Settings."

Navigate to Face Recognition Settings:

- In the left sidebar, click on "Privacy."
- Under the Privacy section, look for "Face Recognition" and click on it.

Disable Face Recognition:

- You will see a setting that says, "Do you want Facebook to be able to recognize you in photos and videos?"
- Click on the "Edit" button next to this setting.
- In the drop-down menu, select "No."

Save Changes:

- Close the settings menu. Your changes will be saved automatically.

Improve Password Security

Creating a strong password and enabling two-factor authentication (2FA) on Facebook is crucial for securing your personal information and maintaining your online privacy.

A strong password, which includes a mix of letters, numbers, and special characters, significantly reduces the risk of unauthorized access by making it more difficult for hackers to guess or crack your password.

Two-factor authentication adds an extra layer of security by requiring a second form of verification, such as a code sent to your mobile device, in addition to your password. This ensures that even if someone obtains your password, they cannot access your account without the second factor. By implementing these security measures, you protect your sensitive data, prevent identity theft, and safeguard your social interactions from malicious activities, ultimately ensuring a safer and more secure online experience.

- **Create a strong password**
 - Use a mix of uppercase and lowercase letters, numbers, and special characters
 - Make it at least 12 characters long
 - Avoid using personal information or common words
 - Use a unique password not used on other accounts
- **Change your password**
 - Open Facebook and click the menu icon (three lines)
 - Go to Settings & Privacy > Settings
 - Select Security and Login
 - Click Edit next to Change Password
 - Enter your current password and new strong password
 - Click Save Changes
- **Enable two-factor authentication**
 - In Security and Login settings, find Two-Factor Authentication
 - Click Edit
 - Choose a security method like Authentication App or Text Message (SMS)
 - Authentication App is **strongly recommended**. SMS can be spoofed
 - Follow the prompts to set up your chosen method
 - Once configured, two-factor authentication will be enabled

Additional Resources

<https://www.consumerreports.org/electronics-computers/privacy/facebook-privacy-settings-a1775535782/>

<https://www.privacyaffairs.com/facebook-data-collection/>

<https://www.komando.com/news/social-media/facebook-privacy-and-security-settings-to-change/>

<https://www.pcmag.com/how-to/prevent-facebook-from-sharing-your-personal-data>

About ObscureIQ



Footprint Audits

We assess your online vulnerabilities with an incisive review of all the commercial surveillance available about you.

We act just like an attacker, scouring the corners of the net for your data.



Footprint Wipes

We delete or curate your digital footprint to suit your privacy needs.

Employing the best experts on the ecosystem and premier tools, techniques and datasets, we get your data removed from a vast swath of brokers and commercial sources.



Reputation Mgt

Negative content can be removed from your search results. Positive content can be inserted. It just takes the right approach.

We are very good at removing difficult content and even public records. We can also create positive content.



Investigations

We run digital investigations of bad actors. Let us identify your threats so you can deal with them.

We recover cryptocurrency.

Ask about our successes. We have access to unbelievable tools.

Why Trust ObscureIQ?

Leadership & IP



Jeff JOCKISCH

Co-Founder & CXO
Leading Data Privacy Researcher
Recognized Expert on Data Brokers
[LinkedIn Top Voice](#) / [YBYR](#)



Colby SCULLION

Co-Founder & CEO
Open Source Intelligence Leader
Automation Expert
[B14ck|Bear](#)



Data Broker CODEX

8,000 Entities that collect consumer profiles
The largest and deepest db of data brokers
Tagged, scored, within a custom taxonomy