

Facebook users will not be able to avoid being tracked and collected for advertising purposes

There is no way for people to refuse Facebook's use of their information for advertising, a Facebook spokesman told Gizmodo.

"There is no way for people to deny that Facebook uses their information for advertising purposes," a Facebook spokesman told Gizmodo.

According to Gizmodo's report on December 18, Facebook has changed its policy changes around collecting user location data, which makes users no other way. in addition to being accepted for tracking and gathering information for advertising purposes.

Facebook spokesperson told Gizmodo that the company will not use WiFi data to track user location information for advertising purposes if the user has turned off "location services", however, This service can use IP and other information such as the locations you have checked-in and the current city you live in to get information. In short, there will be "no way for people to refuse Facebook to use their information for advertising".



Aleksandra Korolova - Associate Professor of Computer Science at the University of Southern California confirmed in a report also published on the 18th that this is completely correct, we really can't avoid being Facebook tracking.

In her report, Ms. Korolova said, the Location Controls feature provided by Facebook provides an illusion of data control for a user's advertising experience, rather than actual control. .

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Taking away the right to keep information about users' location is a serious conflict with Facebook's policy. In user policies and terms stated in 2014, Facebook said that "everyone has control over the recent location information they have shared with Facebook and will only see ads arranged based on their recent location when the phone location service is activated". According to Gizmodo, Facebook said it will need to update another post about its policies and user terms because the post from 2014 is outdated.

After all, Facebook believes that providing relevant ads based on users' positions will give them a better experience.

Specifically, the largest social network in the world thinks that they use location data to ensure that they can provide people with better services, giving users the opportunity to experience Facebook in a more positive way, and to ensure that users will have access to local businesses' events and advertising more accurately.

But the problem is that, in an age where privacy in the online world is becoming a growing concern, it is possible to say that personal data is now 'more expensive than gold', so is whether controlling and monitoring a user's location a worthwhile experience? And until now, Facebook has not been able to give a satisfactory answer to this view.

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