

The way Facebook collects user information even without an account

Facebook has posted an article describing more clearly how they saved some user information even when they logged out or not registered members on Facebook.

Mark Zuckerberg, CEO Facebook admitted that the social network has saved some user information even when they have logged out or not registered members on Facebook. And earlier this week, Facebook posted a more detailed description of how they did it.

According to David Baser, Facebook's product manager, when users access a website or use any of Facebook's services, some of their information will be retained even though they have exit your personal account or never have a Facebook account. The reason is that these applications and websites do not distinguish whether the person is using Facebook or not.



Tools to help Facebook track Internet users:

Utilities **Social plugins** : Like buttons, Share are integrated on websites, applications .

Facebook Login tool: Many third-party applications allow users to log in with their Facebook account without having to create a new account on the application.

Facebook Analytics tool: allows website owners to know how users interact with their site.

Facebook measuring and advertising tools, including **Facebook Pixel** : Pixel is the JavaScript code that Facebook provides advertisers to put on the website to check the effectiveness of advertising.



Many people are indifferent because they think their data is full of innocuous things, nothing remarkable for Facebook to collect. They did not know that data mining tools would use algorithms to analyze those data to build up a user's network portrait with full of habits, interests, personalities and tastes. geography, relationships . From there the information holder will easily exploit you for different purposes such as targeted advertising, or to display content that affects the psychology of American voters. as in the US presidential contest .

See more:

1. Facebook provides a warning and allows users to edit application access to protect information
2. Facebook awards 1 billion VND for those who find new data holes
3. How to check Facebook personal data is shared with Cambridge Analytica
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