

# Facebook Data Controversy, what does it mean to you!

## In the news!

Facebook has come under scrutiny as it was found that Facebook data was potentially used to influence the 2016 presidential election.<sup>1</sup> Cambridge Analytica accessed profile information and conducted a survey that helped to target user's beliefs. Allegedly, they then provided content that "gave the users information they wanted to read based upon their preferences." This may be one of the origins of "fake news". Beyond the potential political impact, more importantly it was exposed that the data that Facebook collects, opened a discussion surrounding privacy and the right to use collected, personal information.

## What's the Impact?

The controversy surrounds the personal information entered on Facebook and if it's the responsibility of Facebook in being open with how the data is being used (example: the collection and/or sale of personal information entered on Facebook).

3<sup>rd</sup> party applications regularly use Facebook as an interface for their programs and applications. They then may have the ability to collect and analyze the data and produce targeted content and ads based upon an analysis of the information that has been collected.

## What can the User do?

There are a few steps that the user can inform and protect themselves if you have a Facebook account.

1. Open you Facebook application on your smartphone or Computer
2. Go to Settings
3. Go to Account Settings
4. Go to Apps

You will see a list of applications that have access to your information and the rights and privileges those applications have (you may be surprised!).

1. Review the applications and open each one
2. Uncheck the rights of each that you don't want to let the application control (example: post on your behalf)
3. Or Delete/remove the app from your Facebook account.

You can also go to Apps others use and select Disable. However, if you've logged into another application (example Pandora, Pinterest....) you will no longer have access to that application via your Facebook login.

The Generations Lab recommends that you do **NOT** use your Facebook login option when creating new accounts in new applications within or outside of Facebook.

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<sup>1</sup> Riley, Charles – "What you need to know about Facebook's data debacle" *CNN Tech* March 20, 2018.  
<http://money.cnn.com/2018/03/19/technology/facebook-data-scandal-explainer/index.html>

