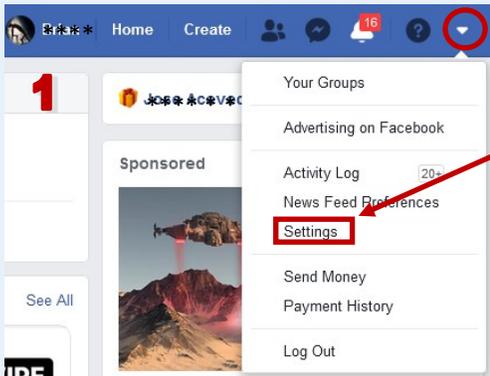


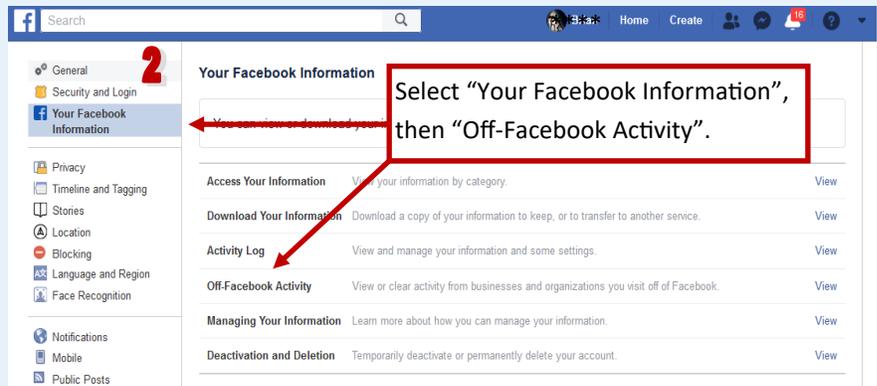
Off-Facebook

Facebook gets most of its marketing information from the applications we use on a daily basis. “Off-Facebook” is a new feature that shows you which of your favorite websites report information to Facebook. The information reported then helps Facebook provide you with “targeted advertisements”. Users can now stop these websites from reporting to Facebook, and turn off the reporting for future Facebook sessions. This Smartcard will take you through the necessary steps to properly use this feature. *NOTE—You will still see ads in your Facebook feed, they just won’t be related to that new thing you looked up on your phone 5 minutes ago.



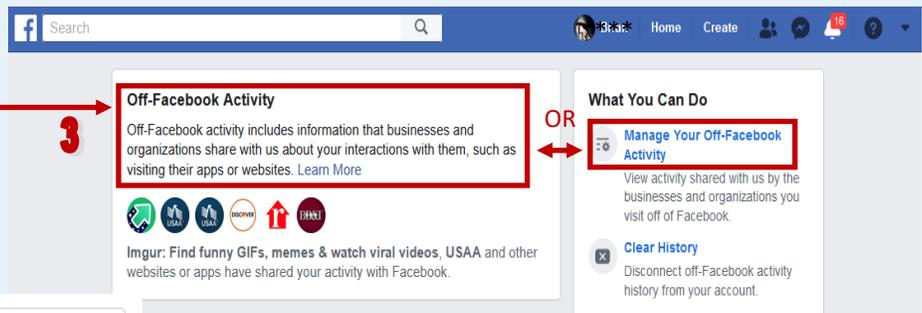
Select the menu drop down and open your “Settings”.

This card demonstrates the desktop version, but settings are very similar to the mobile version of Facebook!

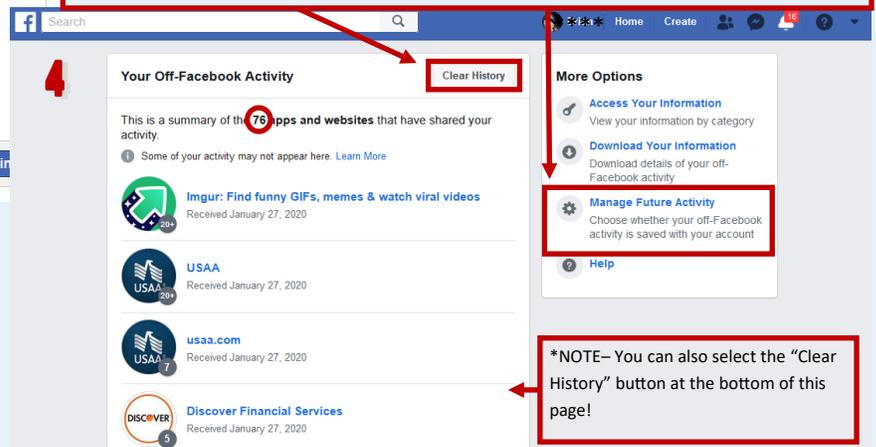
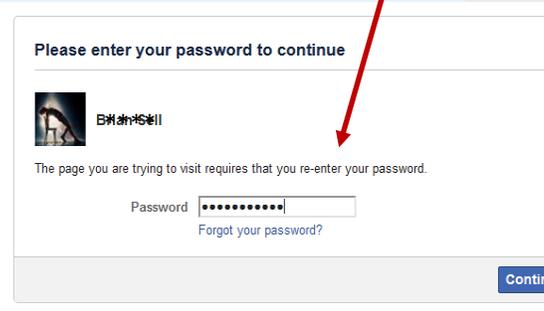


Select “Your Facebook Information”, then “Off-Facebook Activity”.

Click anywhere within the highlighted area, you MAY be prompted to enter your password. On the next page you will see how many sites are reporting your information to Facebook.



Here is where you will see the list of websites reporting your information. You can “Clear History”, and “Manage Future Activity”.



*NOTE— You can also select the “Clear History” button at the bottom of this page!

Keep in mind!

Activity Summary

Some of your activity does not appear here. Here are some things to know:

- This list does not contain your most recent activity. It may take a few days for your activity to be shown here. The dates that appear in the list indicate when we've received the activity.
- We receive more details and activity than what appears here. For technical and accuracy reasons, this list doesn't show all the activity that we've received. Activity that is not shown includes information we've received when you're not logged into Facebook, or when we can't confirm that you've previously used Facebook on that device. It also includes details such as the item you added to your shopping cart.
- In some circumstances, we may disconnect your off-Facebook activity from your account for technical reasons. When this happens, the activity that has been disconnected will not be used to show you ads.
- Clearing your history will also disconnect activity that is not shown.
- In rare cases, we may continue to store your activity for security reasons.

Close

Activity Summary

Some of your activity does not appear here. Here are some things to know:

- We will disconnect your future activity. It may take 48 hours for your activity to be disconnected from your account.
- Activity from the businesses and organizations you visit will be used for measurement purposes and to make our ads systems, but it will be disconnected from your account.
- Activity from the businesses and organizations you visit will also be disconnected from your account.

Cancel Turn Off

More Options 5

- Access Your Information
View your information by category
- Download Your Information
Download details of your off-Facebook activity
- Manage Future Activity**
Choose whether your off-Facebook activity is saved with your account
- Help

Also
Selecting "Manage Future Activity" brings up the toggle button. Hit the button to turn it "OFF", this will make the button appear grey.

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 will also prevent you from logging into apps and websites with Facebook because your activity will be disconnected from your account.
• You'll still see the same number of ads. Your ad preferences and actions you take on Facebook will be used to show you relevant ads.

*NOTE: If the button is blue, Facebook is still receiving your information.

Now that you have turned off future activity, hit your browser's back button to get back to this page. Once there, click the "Clear History" button!

Your Off-Facebook Activity Clear History

Off-Facebook activity includes information that businesses and organizations share with us about your interactions with them, such as visiting their apps or websites.

Some of your activity may not appear here. Learn More

You have no available activity to show at this time.

More Options

- Access Your Information
View your information by category
- Download Your Information
Download details of your off-Facebook activity
- Manage Future Activity**
Choose whether your off-Facebook activity is saved with your account
- Help

Clear History 8

Clear your off-Facebook activity from your account? Here are some things to know:

- Your activity history will be disconnected from your account. We'll continue to receive your activity from the businesses and organizations you visit in the future.
- You'll still see the same number of ads. Your ad preferences and actions you take on Facebook will be used to show you relevant ads.

Cancel Clear History

Your activity has been cleared.

Your Off-Facebook Activity Clear History

Off-Facebook activity includes information that businesses and organizations share with us about your interactions with them, such as visiting their apps or websites.

Some of your activity may not appear here. Learn More

You have no available activity to show at this time.

More Options

- Access Your Information
View your information by category
- Download Your Information
Download details of your off-Facebook activity
- Manage Future Activity**
Choose whether your off-Facebook activity is saved with your account
- Help

Once you have completed step 8, you should see something similar to the 2 statements in Fig. 9. Remember, Facebook changes privacy settings frequently, you made need to periodically check to ensure that your preferences haven't changed!