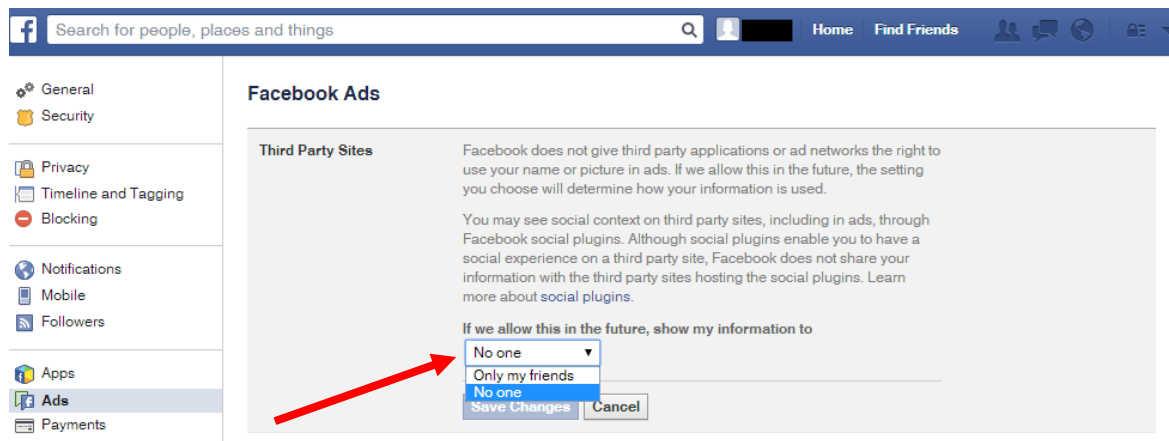
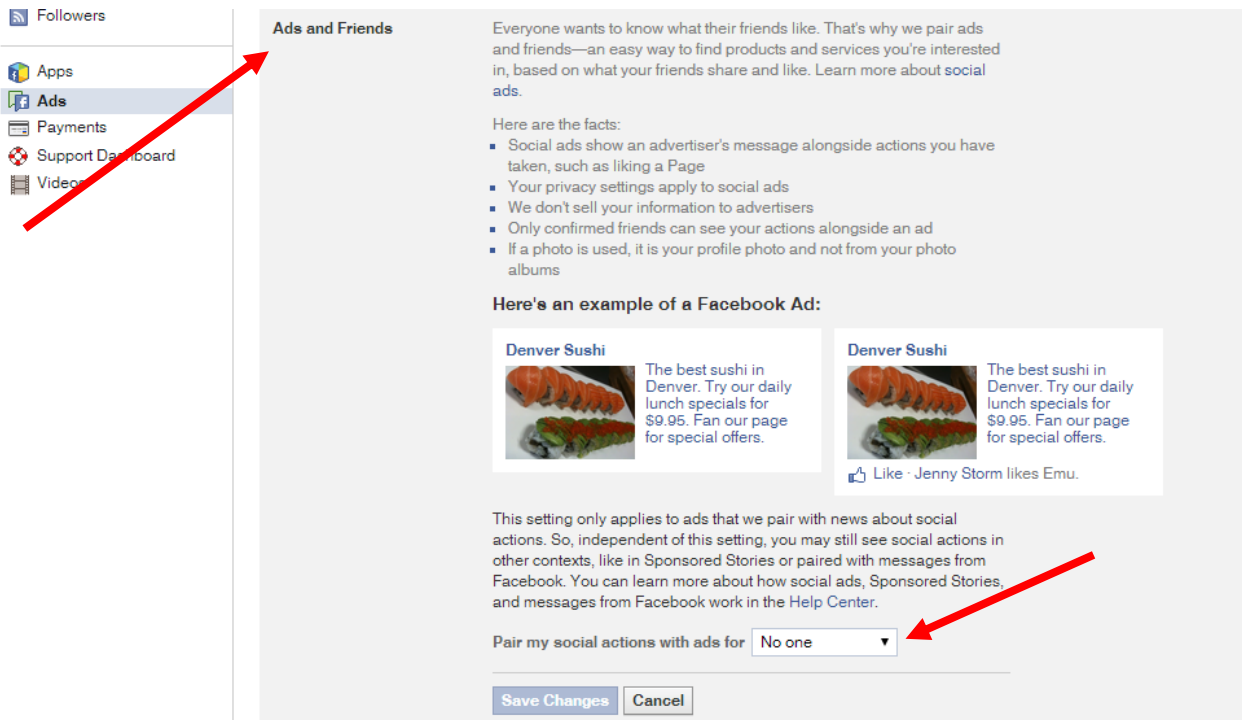


Facebook says that Third Party Sites are not allowed to use your username or your profile picture in ads.

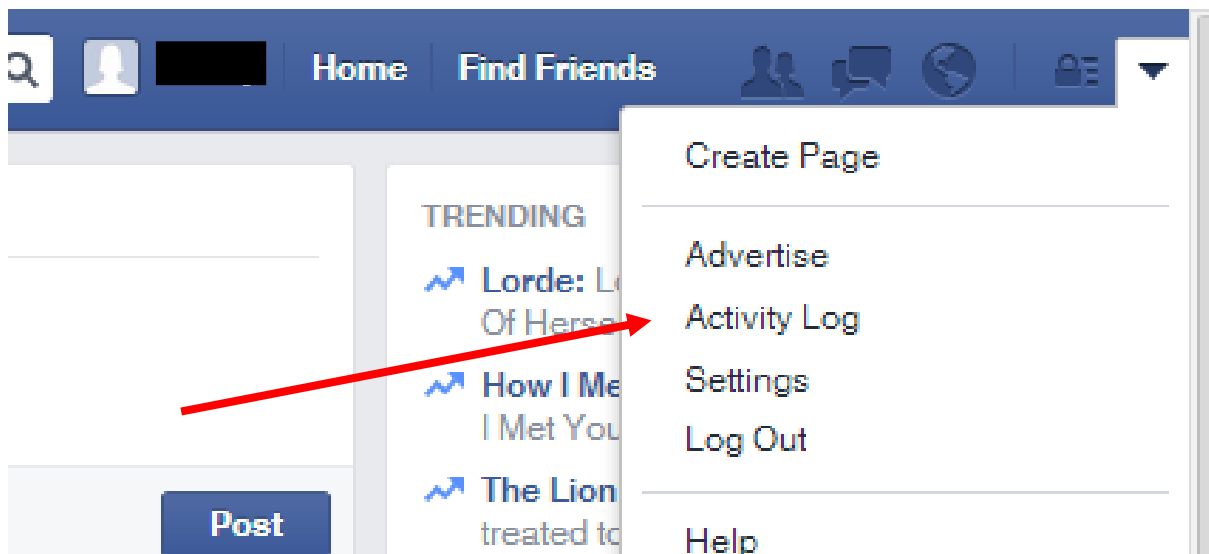
If this changes, and Facebook does let Third Party Sites use your personal information, you can choose who can see advertisements with your personal information by selecting **Ads** from the **Settings** sidebar menu and selecting 'No One' or 'Only my friends' from the drop down menu.



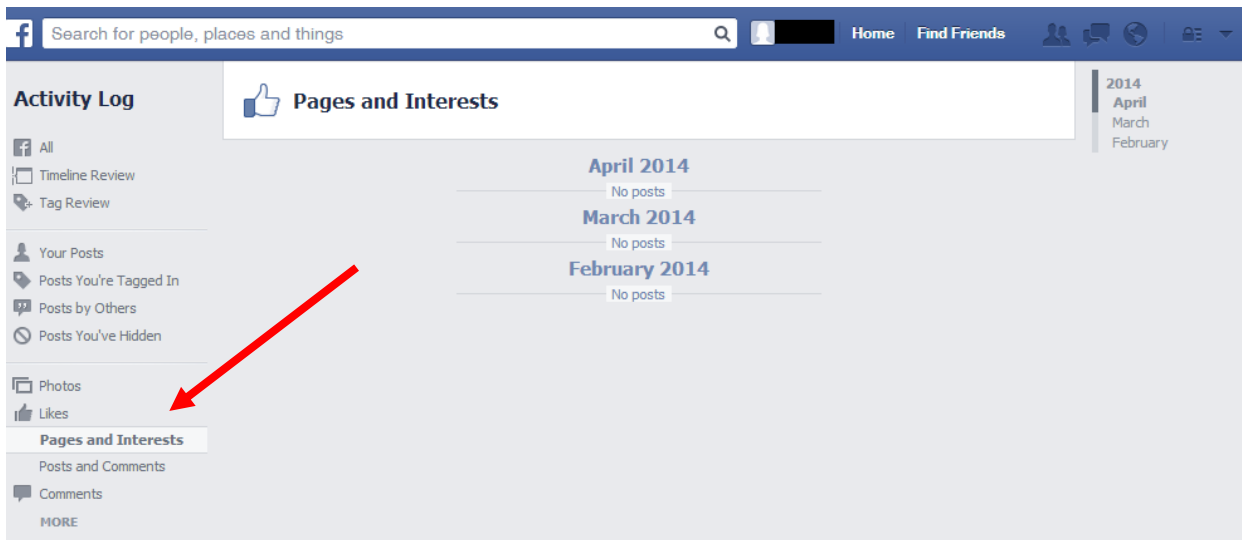
Every time you 'Like' a product or business or 'Check-In' at a venue, Facebook is allowed to use your photos or your 'Like' to advertise these things/places to your friends. It is part of the terms and conditions of being a Facebook user. You can limit this by selecting 'No one' from the drop down menu under **Ads and Friends...**



...but it is probably safer to go to your **Activity Log...**



...Click on **Likes** from the Side Menu and select **Pages and Interests...**



...and 'Unlike' anything that will use you to advertise their product or service.

You can also 'Opt out' of ads that Facebook targets to you (those annoying ads that appear on the side of your screen, and sometimes in your News Feed).

The image shows a screenshot of the Facebook 'Ads' settings page. On the left, there is a navigation menu with options like 'Apps', 'Ads', 'Payments', 'Support Dashboard', and 'Videos'. The main content area is titled 'Website and Mobile App Custom Audiences' and contains text explaining how Facebook uses data to target ads. A red arrow points to the 'Opt out of ads that are selected for you by Facebook based on what you do on a particular company's websites and apps off Facebook' option in a list of settings.

your trends share and like. Learn more about [social ads](#).

Here are the facts:

- Social ads show an advertiser's message alongside actions you have taken, such as liking a Page
- Your privacy settings apply to social ads
- We don't sell your information to advertisers
- Only confirmed friends can see your actions alongside an ad
- If a photo is used, it is your profile photo and not from your photo albums

Website and Mobile App Custom Audiences

One of the ways that a company can reach you is to ask Facebook to show you ads that are customized based on what you do on that company's websites and apps off Facebook. For example, Facebook may show you ads, on and off Facebook, announcing the release of a new album by your favorite band after you visit that band's website.

When you use Facebook from a web browser, you can find out why you saw an ad and how you can control it by choosing "About this ad" from the menu that shows with the ad (usually found by clicking on the "X" or "v" in the upper right corner of the ad).

- [Learn more](#) about how Facebook uses cookies and similar technology for advertising
- **Opt out of ads that are selected for you by Facebook based on what you do on a particular company's websites and apps off Facebook**
- [Learn more](#) about how other companies do this on and off Facebook and how you can control ads through the Digital Advertising Alliance (DAA): Canada, Europe, or other locations