EXHIBIT 1

IN THE NORTH LONDON CORONER'S COURT

THE INQUEST TOUCHING ON THE DEATH OF MOLLY RUSSELL

EXHIBIT EL1

TO THE WITNESS STATEMENT OF ELIZABETH LAGONE

ON BEHALF OF META PLATFORMS IRELAND LTD

31 JANUARY 2022

I verify that this is the exhibit marked EL1 to the Witness Statement of Elizabeth Lagone dated 31 January 2022.

Signed: _____

IN THE NORTH LONDON CORONER'S COURT

THE INQUEST TOUCHING ON THE DEATH OF MOLLY RUSSELL

INDEX TO EXHIBIT EL1

to the Witness Statement of Elizabeth Lagone

on behalf of Meta Platforms Ireland Ltd

Tab	Document Name	Document Date	Page
A: Introduction to Instagram			
Relevant Policies (currently in force):			
1.	Facebook Community Standards	31 January 2022	4-19
2.	Instagram Community Guidelines	31 January 2022	20-24
3.	Meta Recommendation Guidelines	31 January 2022	25-32
B: Overview of suicide and self-injury policy			
Instagram Community Guidelines and Facebook Community Standards (historic):			
4.	Instagram Community Guidelines	4 October 2012	33-34
5.	Instagram Community Guidelines	16 April 2015	35-37
6.	Instagram Community Guidelines	8 May 2017	38-40
7.	Facebook Community Standards	7 July 2017	41-43
Instagram Terms of Use (historic and current):			
8.	Instagram Terms of Use	19 January 2013	44-50
9.	Instagram Terms of Use	31 January 2022	51-57
Instagram Privacy Policy (historic and current):			
10.	Instagram Privacy Policy	19 January 2013	58-65
11.	Instagram Privacy Policy	1 November 2019	66-70
12.	Instagram Privacy Policy	31 January 2022	71-79
C: Evolution of suicide and self-injury policies and tools/resources for users			
13.	Adam Mosseri Instagram Blog, "Instagram Policy Changes on Self-Harm Related Content"	17 February 2019	80-82
14.	Instagram in-app report function	-	83-85

15.	Example Instagram sensitivity screen	-	86
Resource pages:			
16.	Can we help? resource screenshots	-	87-99
17.	Support a friend resource screenshots	-	100-104
18.	SSI Helplines screenshot	-	105
19.	Mental Health Hub resources	-	106
20.	Core Tips Emotional Health page	-	107-109
21.	Facebook Help Center, "Why am I seeing messages about support tips and resources on Facebook?"	-	110
22.	Screen surfaced when removing older SSI content	-	111

Facebook Community Standards

The Facebook Community Standards outline what is and isn't allowed on the Facebook app.

Introduction

Every day, people use Facebook to share their experiences, connect with friends and family, and build communities. It's a service for more than two billion people to freely express themselves across countries and cultures and in dozens of languages.

The Facebook company recognises how important it is for Facebook to be a place where people feel empowered to communicate, and we take our role seriously in keeping abuse off the service. That's why we developed standards for what is and isn't allowed on Facebook.

These standards are based on feedback from people and the advice of experts in fields such as technology, public safety and human rights. To ensure that everyone's voice is valued, we take great care to create standards that include different views and beliefs, especially from people and communities that might otherwise be overlooked or marginalised.

Please note that the US English version of the Community Standards reflects the most up-to-date set of the policies and should be used as the master document.

Our commitment to voice

The goal of our Community Standards is to create a place for expression and give people a voice. The Facebook company wants people to be able to talk openly about the issues that matter to them, even if some may disagree or find them objectionable. In some cases, we allow content – which would otherwise go against our standards – if it's newsworthy and in the public interest. We do this only after weighing the public interest value against the risk of harm, and we look to international human rights standards to make these judgments.

Our commitment to expression is paramount, but we recognise that the Internet creates new and increased opportunities for abuse. For these reasons, when we limit expression, we do it in service of one or more of the following values:

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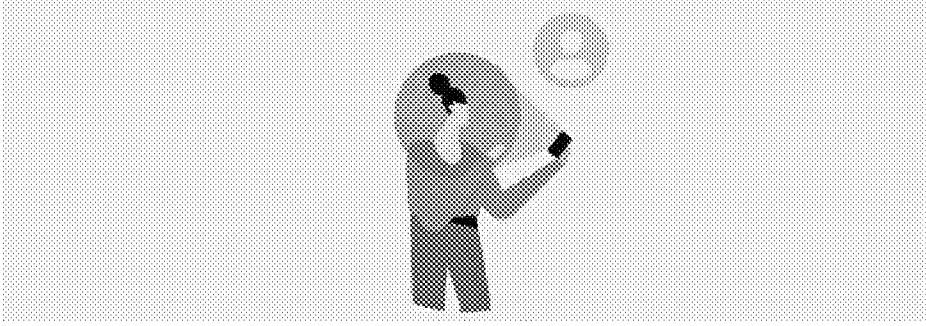
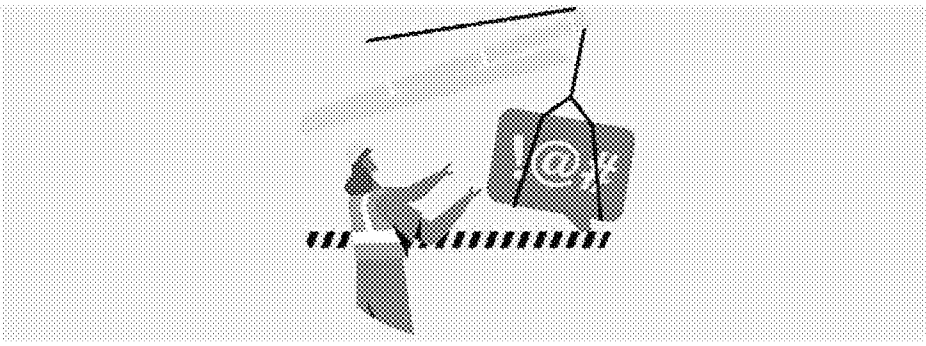


AUTHENTICITY

We want to make sure that the content people see on Facebook is authentic. We believe that authenticity creates a better environment for sharing, and that's why we don't want people using Facebook to misrepresent who they are or what they're doing.



SAFETY

We're committed to making Facebook a safe place. Content that threatens people has the potential to intimidate, exclude or silence others and isn't allowed on Facebook.

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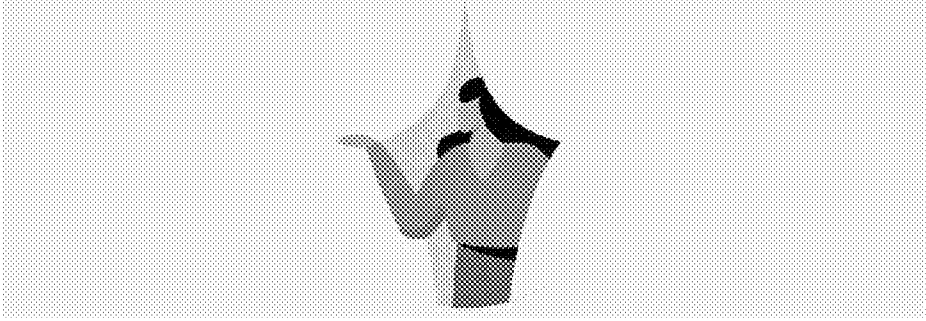
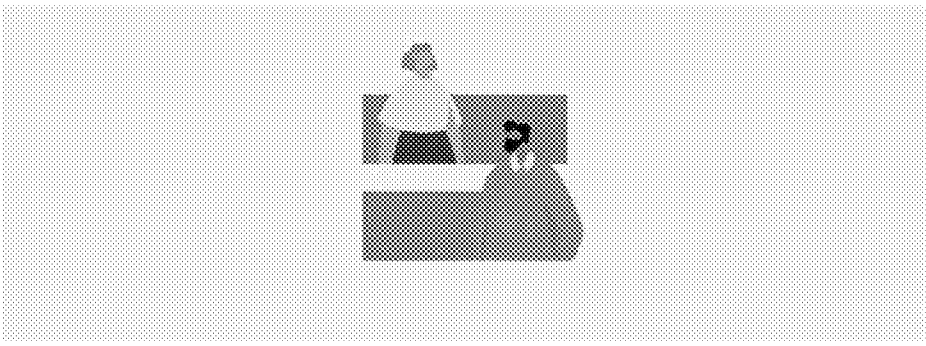


PRIVACY

We're committed to protecting personal privacy and information. Privacy gives people the freedom to be themselves, choose how and when to share on Facebook and connect more easily.



DIGNITY

We believe that all people are equal in dignity and rights. We expect that people will respect the dignity of others and not harass or degrade others.

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Community Standards

Our Community Standards apply to everyone all around the world, and to all types of content.

Each section of our Community Standards starts with a "policy rationale" that sets out the aims of the policy followed by specific policy lines that outline:

Content that is not allowed; and

Content that requires additional information or context to enforce on, content that is allowed with a warning screen or content that is allowed but can only be viewed by adults aged 18 and older.

VIOLENCE AND CRIMINAL BEHAVIOUR

Violence and incitement

Dangerous individuals and organisations

Coordinating harm and publicising crime

Restricted goods and services

Fraud and deception

SAFETY

Suicide and self-injury

Child sexual exploitation, abuse and nudity

Adult sexual exploitation

Bullying and harassment

Human exploitation

Privacy violations

OBJECTIONABLE CONTENT

Hate speech

Violent and graphic content

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Adult nudity and sexual activity

Sexual solicitation

INTEGRITY AND AUTHENTICITY

Account integrity and authentic identity

Spam

Cybersecurity

Inauthentic behaviour

False news

Manipulated media

Memorialisation

RESPECTING INTELLECTUAL PROPERTY

Intellectual property

CONTENT-RELATED REQUESTS AND DECISIONS

User requests

Additional protection of minors

NEXT →

Other policies

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Suicide and self-injury

Policy details

Change log

Policy rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organisations around the world to provide assistance to people in distress.

While we don't allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want Facebook to be a space where people can share their experiences, raise awareness about these issues and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content that is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real-time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury- related content, we will direct them to local organisations that can provide support and if someone is at immediate risk of harming themselves, we will contact local emergency services to get them help.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a live-stream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimise the risk of others being negatively affected by viewing this content, we will stop the live-stream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact the emergency services if we identify that someone is at immediate risk of harming themselves.

Do not post:

Content that promotes, encourages, coordinates or provides instructions for

- Suicide.
- Self-injury.
- Eating disorders.

Content that depicts graphic self-injury imagery

It is against our policies to post content depicting a person who engaged in a suicide attempt or death by suicide

Content that focuses on depiction of ribs, collar bones, thigh gaps, hips, concave stomach or protruding spine or scapula when shared together with terms associated with eating disorders

Content that contains instructions for drastic and unhealthy weight loss when shared together with terms associated with eating disorders.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

---

For the following content, we restrict content to adults over the age of 18, and include a sensitivity screen so that people are aware that the content may be upsetting:

- Photos or videos depicting a person's death by suicide or suicide attempt, which are determined to be newsworthy.
- Photos or videos depicting a person who engaged in euthanasia/assisted suicide in a medical setting.

For the following content, we include a sensitivity screen so that people are aware that the content may be upsetting to some:

- Content that depicts older instances of self-harm such as healed cuts or other non-graphic self-injury imagery in a context of recovery.
- Content that depicts ribs, collar bones, thigh gaps, hips, concave stomach or protruding spine or scapula in a recovery context.

We provide resources to people who post written or verbal admissions of engagement in self-injury, including:

- Suicide.
- Euthanasia/assisted suicide.
- Self-harm.
- Eating disorders.

For the following Community Standards, we require additional information and/or context to enforce:

- We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including but not limited to, family or legal representative requests, media reports, law enforcement reports or other third party sources (e.g. government agencies, NGOs).
  - A suicide note may also be removed when reported through the Suicidal content contact form or Instagram contact form when we have confirmation of a suicide or suicide attempt

Read less

User experiences

See some examples of what enforcement looks like for people on Facebook, such as: what it looks like to report something you don't think should be on Facebook, to be told you've violated our Community Standards and to see a warning screen over certain content.

Note: We're always improving, so what you see here may be slightly outdated compared to what we currently use.

USER EXPERIENCE

Reporting

USER EXPERIENCE

Post-report communication

USER EXPERIENCE

Takedown experience

USER EXPERIENCE

Warning screens

Data

Prevalence

Percentage of times that people saw violating content

PREVALENCE

How prevalent were suicide and self-injury violations?

Views of violating content that contains suicide and self-injury are very infrequent, and we remove much of this content before people see it. As a result, many times we do not find enough violating samples to precisely estimate prevalence.

In Q3 2021, this was true for violations of our policies on suicide and self-injury, terrorism and regulated goods on Facebook and Instagram. In these cases, we can estimate an upper limit of how often

someone would see content that violates these policies.

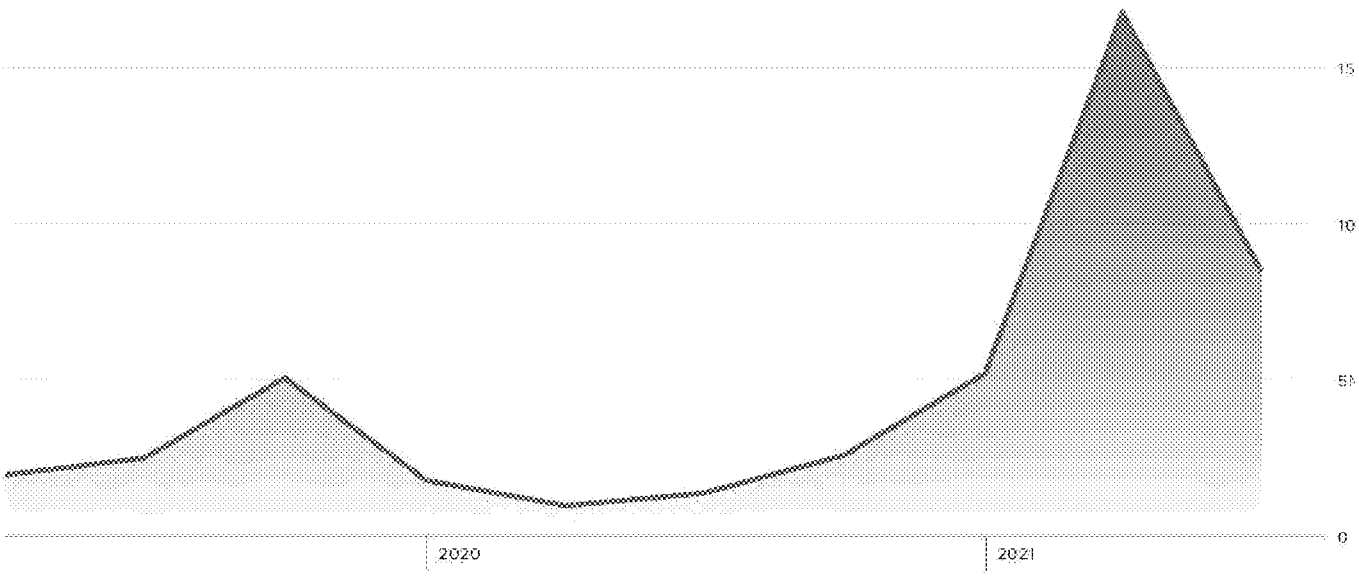
In Q3 2021, the upper limit was 0.05% for violations of our policy for suicide and self-injury on Facebook. This means that out of every 10,000 views of content on Facebook, we estimate no more than 5 of those views contained content that violated the policy.

Content actioned

Number of pieces of violating content that we took action on

CONTENT ACTIONED

How much suicide and self-injury content did we take action on?



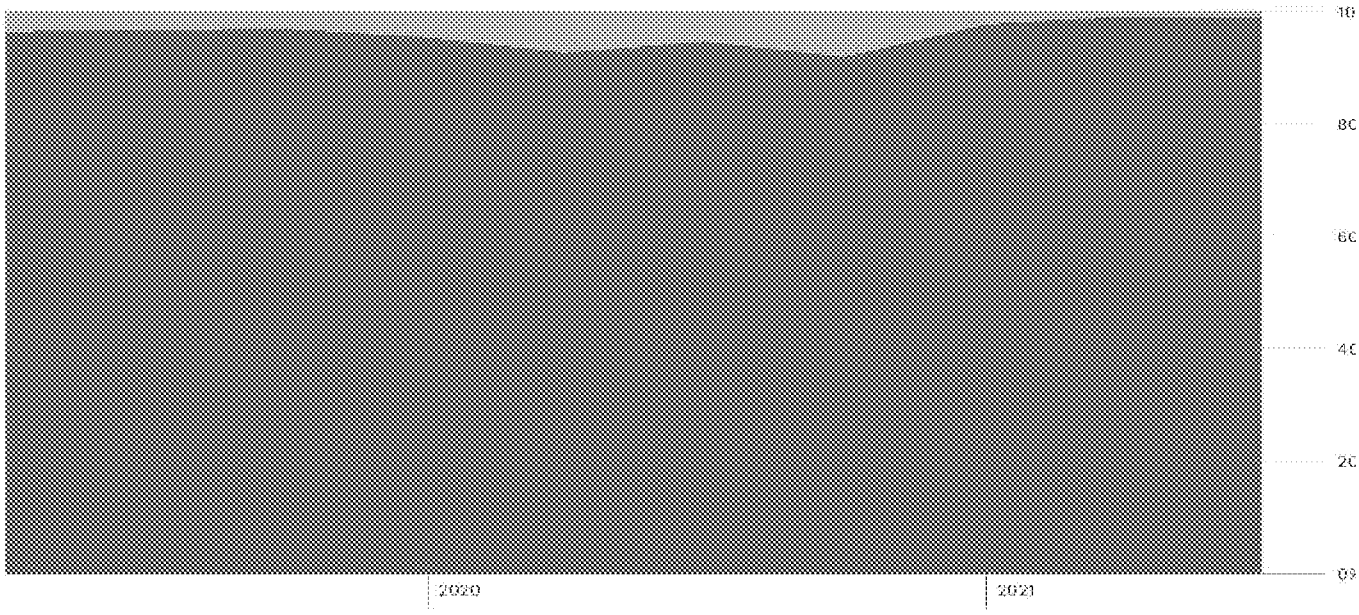
How we calculate it Read about this data

Proactive rate

Percentage of violating content that we found before people reported it

PROACTIVE RATE

Of the violating content we actioned for suicide and self-injury, how much did we find before people reported it?



Found and flagged by us | Reported by users

How we calculate it Read about this data

Appealed content

Number of pieces of content that people appealed after we took action on it

APPEALED CONTENT

How much of the content we actioned for suicide and self-injury did people appeal?

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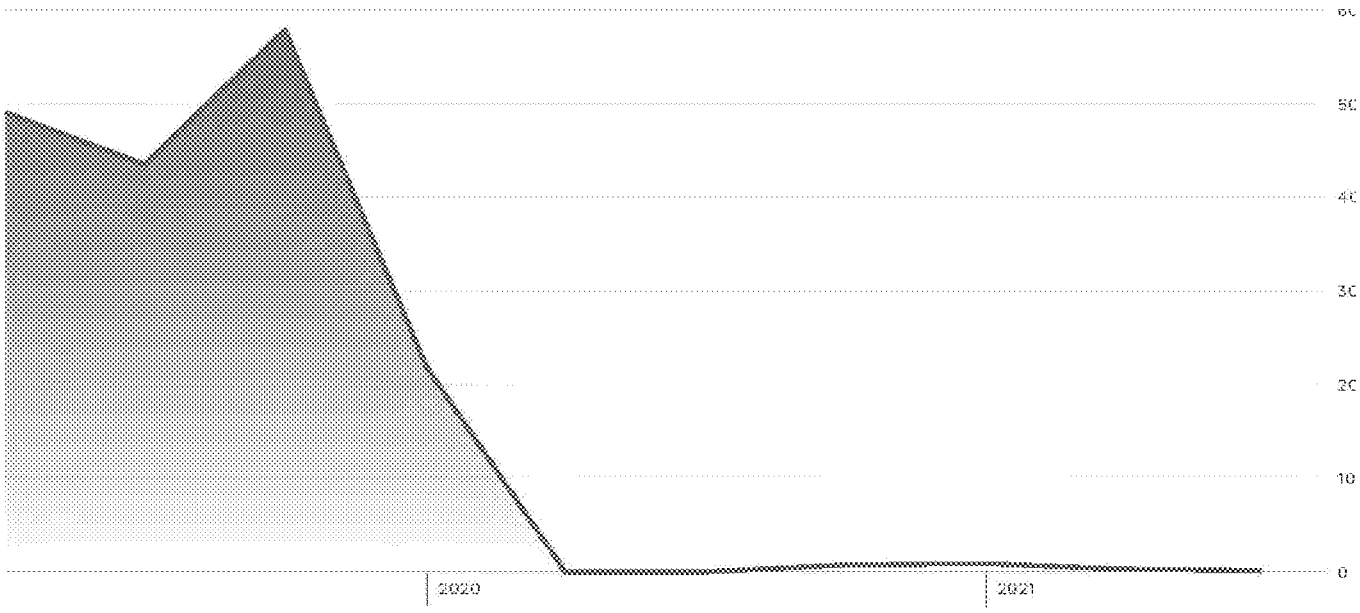


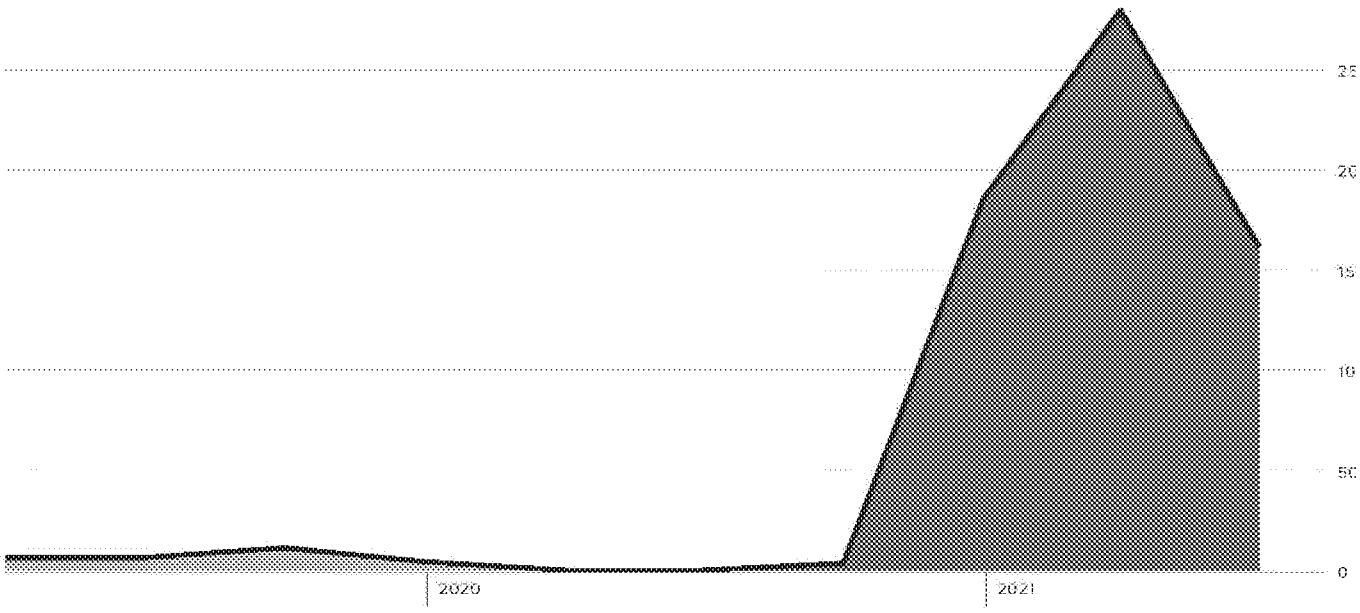
How we calculate it Read about this data

Restored content

Number of pieces of content that we restored after we originally took action on it

RESTORED CONTENT

How much actioned content for suicide and self-injury was later restored?



Restored without appeal | Restored after appeal | Total

How we calculate it Read about this data

Enforcement

We have the same policies around the world, for everyone on Facebook.

Review teams

Our global team of over 15,000 reviewers work every day to keep people on Facebook safe.

Stakeholder engagement

Outside experts, academics, NGOs and policymakers help inform the Facebook Community Standards.

NEXT

Child sexual exploitation, abuse and nudity

FEATURES

OVERSIGHT

DATA

Data Policy • Terms of Service • Cookies

Community Guidelines

Copy link

COVID-19: Community Guidelines updates and protections: *As people around the world confront this unprecedented public health emergency, we want to make sure that our Community Guidelines protect people from harmful content and new types of abuse related to COVID-19. We're working to remove content that has the potential to contribute to real-world harm, including through our policies prohibiting coordination of harm, sale of medical masks and related goods, hate speech, bullying and harassment, and misinformation that contributes to the risk of imminent violence or physical harm. As the situation evolves, we continue to look at content on the platform, assess speech trends and engage with experts, and will provide additional policy guidance when appropriate to keep the members of our community safe during this crisis.*

The short

We want Instagram to continue to be an authentic and safe place for inspiration and expression. Help us foster this community. Post only your own photos and videos, and always follow the law. Respect everyone on Instagram; don't spam people or post nudity.

The long

Instagram is a reflection of our diverse community of cultures, ages and beliefs. We've spent a lot of time thinking about the different points of view that create a safe and open environment for everyone.

We created the Community Guidelines so you can help us foster and protect this amazing community. By using Instagram, you agree to these guidelines and our Terms of Use. We're committed to these guidelines and we hope that you are too. Overstepping these boundaries may result in deleted content, disabled accounts or other restrictions.

In some cases, we allow content for public awareness which would otherwise go against our Community Guidelines – if it is newsworthy and in the public interest. We only do this after weighing the public interest value against the risk of harm and we look to international human rights standards to make these judgments.

- **Share only photos and videos that you've taken or have the right to share.**

  As always, you own the content that you post on Instagram. Remember to post authentic content, and don't post anything that you've copied or collected from the Internet that you don't have the right to post. Learn more about intellectual property rights.

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- **Post photos and videos that are appropriate for a diverse audience.**

  We know that there are times when people might want to share nude images that are artistic or creative in nature, but for a variety of reasons, we don't allow nudity on Instagram. This includes photos, videos and some digitally-created content that show sexual intercourse, genitals and close-ups of fully-nude buttocks. It also includes some photos of female nipples, but photos in the context of breastfeeding, birth giving and after-birth moments, health-related situations (for example, post-mastectomy, breast cancer awareness or gender confirmation surgery) or an act of protest are allowed. Nudity in photos of paintings and sculptures is OK too.

  People like to share photos or videos of their children. For safety reasons, there are times when we may remove images that show nude or partially nude children. Even when this content is shared with good intentions, it could be used by others in unanticipated ways. You can learn more on our Tips for parents page.

- **Foster meaningful and genuine interactions.**

  Help us stay spam-free by not artificially collecting likes, followers or shares, posting repetitive comments or content, or repeatedly contacting people for commercial purposes without their consent. Don't offer money or giveaways of money in exchange for likes, followers, comments or other engagement. Don't post content that engages in, promotes, encourages, facilitates or admits to the offering, solicitation or trade of fake and misleading user reviews or ratings.

  You don't have to use your real name on Instagram, but we do require Instagram users to provide us with accurate and up-to-date information. Don't impersonate others and don't create accounts for the purpose of violating our guidelines or misleading others.

- **Follow the law.**

  Instagram is not a place to support or praise terrorism, organised crime or hate groups. Offering sexual services, buying or selling firearms, alcohol and tobacco products between private individuals, and buying or selling non-medical or pharmaceutical drugs are also not allowed. We also remove content that attempts to trade, co-ordinate the trade of, donate, gift or ask for non-medical drugs, as well as content that either admits to personal use (unless in the recovery context) or coordinates or promotes the use of non-medical drugs. Instagram also prohibits the sale of live animals between private individuals, although brick-and-mortar shops may offer these sales. No one may coordinate poaching or selling of endangered species or their parts.

  Remember to always follow the law when offering to sell or buy other regulated goods. Accounts promoting online gambling, online real money games of skill or online lotteries must get our prior written permission before using any of our products.

  We have zero tolerance when it comes to sharing sexual content involving minors or threatening to post intimate images of others.

- **Respect other members of the Instagram community.**

  We want to foster a positive, diverse community. We remove content that contains credible threats or hate speech, content that targets private individuals to degrade or shame them, personal information meant to blackmail or harass someone, and repeated unwanted messages. We do generally allow stronger conversation around people who are featured in the news or have a large public audience due to their profession or chosen activities.

  It's never OK to encourage violence or attack anyone based on their race, ethnicity, national origin, sex, gender, gender identity, sexual orientation, religious affiliation, disabilities or diseases. When hate speech is being shared to challenge it or to raise awareness, we may allow it. In those instances, we ask that you express your intent clearly.

  Serious threats of harm to public and personal safety aren't allowed. This includes specific threats of physical harm as well as threats of theft, vandalism and other financial harm. We carefully review reports of threats and consider many things when determining whether a threat is credible.

- **Maintain our supportive environment by not glorifying self-injury.**

  The Instagram community cares for each other, and is often a place where people facing difficult issues such as eating disorders, cutting or other kinds of self-injury come together to create awareness or find support. We try to do our part by providing education in the app and adding information in the Help Centre so people can get the help they need.

  Encouraging or urging people to embrace self-injury is counter to this environment of support, and we'll remove it or disable accounts if it's reported to us. We may also remove content identifying victims or survivors of self-injury if the content targets them for attack or humour.

- **Be thoughtful when posting newsworthy events.**

  We understand that many people use Instagram to share important and newsworthy events. Some of these issues can involve graphic images. Because so many different people and age groups use Instagram, we may remove videos of intense, graphic violence to make sure that Instagram stays appropriate for everyone.

  We understand that people often share this kind of content to condemn, raise awareness or educate. If you do share content for these reasons, we encourage you to caption your photo with a warning about graphic violence. Sharing graphic images for sadistic pleasure or to glorify violence is never allowed.

Help us keep the community strong:

- Each of us is an important part of the Instagram community. If you see something that you think may violate our guidelines, please help us by using our built-in reporting option. We have a global team that reviews these reports and works as quickly as possible to remove content that doesn't meet our guidelines. Even if you or someone you know doesn't have an Instagram account, you can still file a report. When you complete the report, try to provide as much information as possible, such as links, usernames and descriptions of the content, so we can find and review it quickly. We may remove entire posts if either the imagery or associated captions violate our guidelines.
- You may find content that you don't like, but doesn't violate the Community Guidelines. If that happens, you can unfollow or block the person who posted it. If there's something that you don't like in a comment on one of your posts, you can delete that comment.
- Many disputes and misunderstandings can be resolved directly between members of the community. If one of your photos or videos was posted by someone else, you could try commenting on the post and asking the person to take it down. If that doesn't work, you can file a copyright report. If you believe that someone is violating your trademark, you can file a trademark report. Don't target the person who posted it by posting screenshots and drawing attention to the situation because that may be classified as harassment.
- We may work with law enforcement, including when we believe that there's risk of physical harm or threat to public safety.

For more information, see our Help Centre and Terms of Use.

Thank you for helping us create one of the best communities in the world,

The Instagram Team

Related Articles

What's the difference between NetzDG and Instagram's Community Guidelines?
What content can I report under the NetzDG?
What is Account Status on Instagram?
How do I delete my Instagram account?
Can I check the status of something I've reported to Instagram?
How do I report someone's Instagram story?

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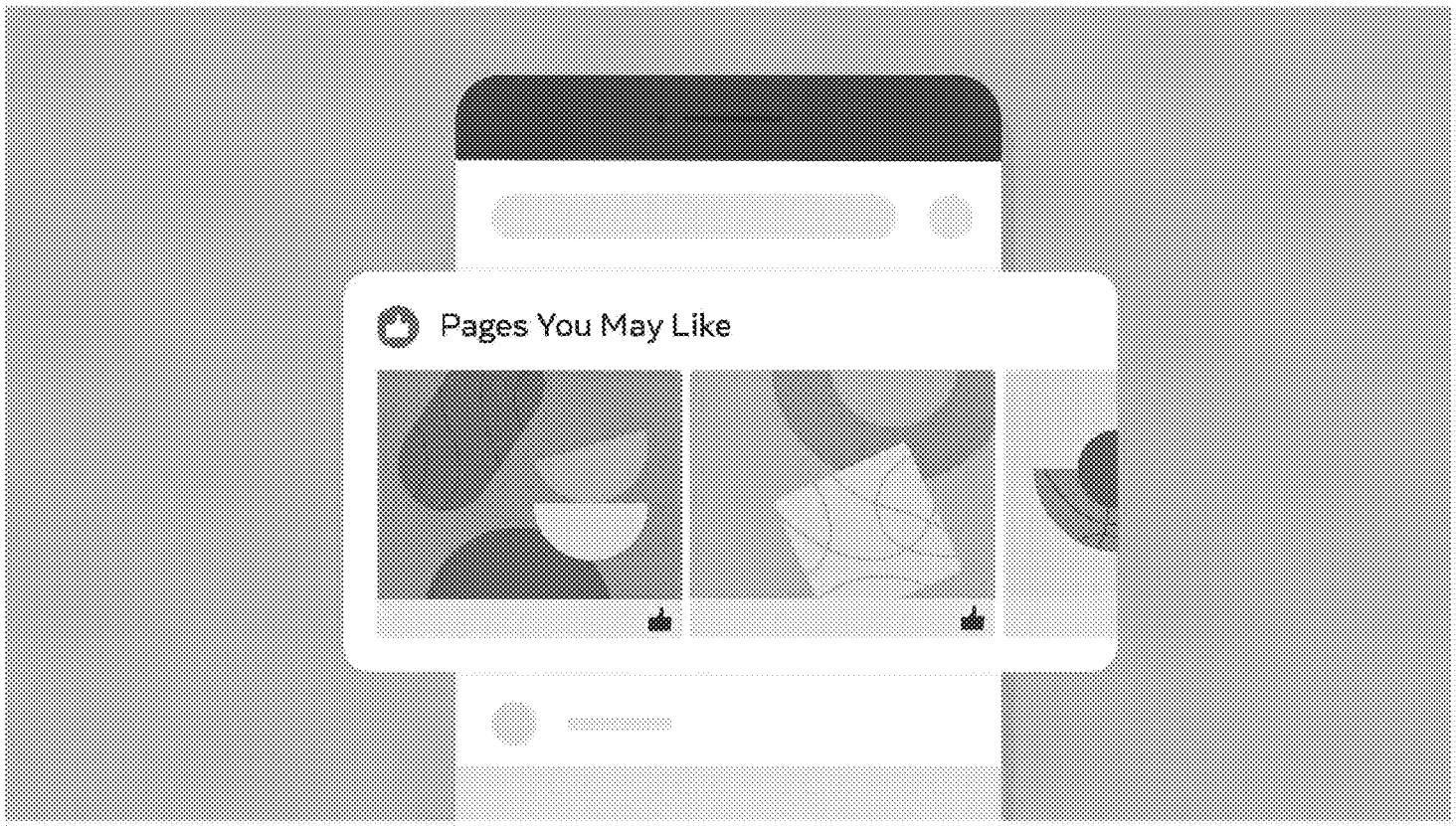
The Facebook company is now Meta. Learn more.

Meta

Recommendation Guidelines

August 31, 2020
By Guy Rosen, VP Integrity



Across our apps, we make recommendations to help you discover new communities and content we think you're likely to be interested in. We suggest Pages, Groups, Events and more based on content you've expressed interest in and actions you take on our apps. We personalize these recommendations to make sure they're relevant and valuable to you.

Recommendations can help you discover things you love, but since recommended content doesn't come from accounts you choose to follow, it's important that we have certain standards for what we recommend. This helps ensure we don't recommend potentially sensitive content to those who don't explicitly indicate that they wish to see it. To be clear, this content is still allowed on our platforms – we just won't show it in places where we recommend content.

To determine what content is eligible to appear in recommendations, we have Recommendation Guidelines. Today, we're making these guidelines public in the Help Center to help people better understand the kinds of content we recommend, and provide context on why some types of content aren't included in recommendations, and therefore may not be distributed as widely.

In developing these guidelines, we consulted 50 leading experts specializing in recommender systems, expression, safety and digital rights. These consultations help ensure we provide a safe and positive experience when we recommend things on our apps.

You can see the Recommendations Guidelines in the ~~Facebook Help Center~~ and ~~Instagram Help Center~~.

Categories:
Facebook, Instagram, Integrity and Security,
Meta, Public Policy

Email

RELATED NEWS

Instagram

Introducing Sensitive Content Control

You can now decide how much sensitive content you see in Explore on Instagram.

July 20, 2021

Topics

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What are recommendations on Facebook?

Copy Link

We make personalized recommendations to the people who use our services to help them discover new communities and content. Both Facebook and Instagram may recommend content, accounts, and entities (such as Pages, Groups, or Events) that people do not already follow. Some examples of our recommendations experiences include Pages You May Like, "Suggested For You" posts in News Feed, People You May Know, or Groups You Should Join. Some entities might have limited or no access to features that encourage engagement, and might not be as widely recommended on Facebook as other entities.

Our goal is to make recommendations that are relevant and valuable to each person who sees them. We work towards our goal by personalizing recommendations, which means making unique recommendations for each person. For example, if you and another person have Facebook Friends in common, we may suggest that person as a potential new Friend for you.

What baseline standards does Facebook maintain for its recommendations?

At Facebook, we have guidelines about what content we will recommend to people. Those guidelines fit into a strategy we have used to manage problematic content on Facebook since 2016, called "remove, reduce, and inform." This strategy involves removing content that violates our Community Standards, reducing the spread of problematic content that does not violate our standards, and informing people with additional information so they can choose what to click, read or share. Discussion of our "reduce" work on Facebook has often centered on News Feed and how we rank posts within it. However, our Recommendations Guidelines are another important tool that we use to reduce the spread of problematic content on our platform.

Through our Recommendations Guidelines, we work to avoid making recommendations that could be low-quality, objectionable, or particularly sensitive, and we also avoid making recommendations that may be inappropriate for younger viewers. Our Recommendations Guidelines are designed to maintain a higher standard than our Community Standards, because recommended content and connections are from accounts or entities you haven't chosen to follow. Therefore, not all content allowed on our platform will be eligible for recommendation.

In developing these guidelines, we sought input from 50 leading experts specializing in recommender systems, expression, safety, and digital rights. Those consultations are part of our constant efforts to improve these guidelines and provide people with a safe and positive experience when they receive recommendations on our platform.

We want to provide you with more information about the types of content, accounts, and entities that we try to avoid recommending, both to keep our community more informed and to provide guidance for content creators about recommendations.

Content Recommendations

There are five categories of content that are allowed on our platforms, but that may not be eligible for recommendations. These categories are listed below, as are some illustrative examples of content within each category.

Content that impedes our ability to foster a safe community, such as:

1. Content that discusses self-harm, suicide, or eating disorders. (We remove content that encourages suicide or self-injury or any graphic imagery).

2. Content that may depict violence, such as people fighting. (We remove graphically violent content.)

3. Content that may be sexually explicit or suggestive, such as pictures of people in see-through clothing. (We remove content that contains adult nudity or sexual activity.)

4. Content that promotes the use of certain regulated products, such as tobacco or vaping products, adult products and services, or pharmaceutical drugs. (We remove content that attempts to sell or trade most regulated goods.)

5. Content shared by any non-recommendable account or entity (e.g. Groups or Pages, as outlined below).

Sensitive or Low-Quality Content about Health or Finance, such as:

1. Content that promotes or depicts cosmetic procedures.

2. Content containing exaggerated health claims, such as "miracle cures."

3. Content attempting to sell products or services based on health-related claims, such as promoting a supplement to help a person lose weight.

4. Content that promotes misleading or deceptive business models, such as payday loans or "risk-free" investments.

Content that Users Broadly Tell us they Dislike, such as:

1. Content that includes clickbait.

2. Content that includes engagement bait.

3. Content that promotes a contest or giveaway.

4. Content that includes links to low-quality or deceptive landing pages or domains, such as landing pages filled with click-through or malicious ads.

Content that is associated with low-quality publishing, such as:

1. Unoriginal content that is largely repurposed from another source without adding material value.

2. Content from web sites that get a disproportionate number of clicks from facebook versus other places on the web.

3. News content that does not include transparent information about authorship or the publisher's editorial staff.

False or Misleading Content, such as:

1. Content including claims that have been found false by independent fact-checkers. (We remove misinformation that could cause physical harm or suppress voting.)

2. Vaccine-related misinformation that has been widely debunked by leading global health organizations.

3. Content that promotes the use of fraudulent documents, such as someone sharing a post about using a fake ID. (We remove content attempting to sell fraudulent documents, like medical prescriptions).

As noted above, we take additional steps to avoid recommending certain types of sensitive content to minors on Facebook. For example, we strive to build our systems so as to not recommend content that promotes the sale or use of alcohol to users who are minors.

Account and Entity Recommendations

We also try to not recommend accounts (including Profiles and Page admins) or entities (such as Pages, Groups, or Events) that:

1. Recently violated Facebook's Community Standards. This does not include accounts or entities that we otherwise remove from our platforms for violating Facebook's Community Standards.
2. Repeatedly and/or recently shared content (including the names or cover photos associated with groups or Pages) we try not to recommend across the categories described in the Content Recommendations section above.
3. Repeatedly posted vaccine-related misinformation that has been widely debunked by leading global health organizations.
4. Repeatedly engaged in misleading practices to build followings, such as purchasing "likes".
5. Have been banned from running ads on our platforms.
6. Recently and repeatedly posted false information as determined by independent third party fact-checkers or certain expert organizations.
7. Are associated with offline movements or organizations that are tied to violence.

We may let people know when they're about to engage with an entity that meets any of the above criteria to help them make informed decisions.

A similar set of these guidelines applies to recommendations on Instagram. Those guidelines can be found in the Instagram Help Center.

Related Articles

Where can I see Facebook's Transparency Reports in line with Law no. 3651?

Can I tell who's looking at my Facebook profile?

About fundraiser challenges on Facebook

What are reels on Facebook?

How do I leave a Facebook group?

What are recommendations on Instagram?

Copy link

We make recommendations to the people who use our services to help them discover new communities and content. Both Facebook and Instagram may recommend content, accounts and entities that people do not already follow. Some examples of our recommendations experiences include Instagram Explore, Accounts you may like, and the Reels tab.

Our goal is to make recommendations that are relevant and valuable to each person who sees them. We do this by personalising recommendations, which means making unique recommendations for each person. For example, if you interact with restaurants and bookstores on Instagram, we may recommend content about food, recipes, books or reading.

What baseline standards does Instagram maintain for its recommendations?

At Instagram, we have guidelines that govern what content we recommend to people. Through those guidelines, we work to avoid making recommendations that could be low-quality, objectionable or sensitive, and we also avoid making recommendations that may be inappropriate for younger viewers. Our Recommendations Guidelines are designed to maintain a higher standard than our Community Guidelines because recommended content and connections are from accounts that you haven't chosen to follow. We use technology to detect both content and accounts that don't meet these Recommendations Guidelines and to help us avoid recommending them. As always, content that goes against our Community Guidelines will be removed from Instagram.

By publishing these guidelines, we want to provide people with more information about the types of content and accounts that we try to avoid recommending, both to keep our community more informed and to provide guidance for content creators about recommendations.

In developing these guidelines, we sought input from 50 leading experts specialising in recommender systems, expression, safety and digital rights. Those consultations are part of our constant efforts to improve these guidelines and provide people with a safe and positive experience when they receive recommendations on our platform.

Content recommendations

There are five categories of content that are allowed on our platforms, but that may not be eligible for recommendations. These categories are listed below, as are some illustrative examples of content within each category.

Content that impedes our ability to foster a safe community, such as:

1. Content that discusses self-harm, suicide or eating disorders. (We remove content that encourages suicide or self-injury, or any graphic imagery).
2. Content that may depict violence, such as people fighting. (We remove graphically violent content.)

3. Content that may be sexually explicit or suggestive, such as pictures of people in see-through clothing. (We remove content that contains adult nudity or sexual activity.)

4. Content that promotes the use of certain regulated products, such as tobacco or vaping products, adult products and services, or pharmaceutical drugs. (We remove content that attempts to sell or trade most regulated goods.)

5. Content shared by any non-recommendable account.

Note: You may be able to control how much or how little of this content you can see on Instagram using the Sensitive Content Control.

Sensitive or low-quality content about health or finance, such as:

1. Content that promotes or depicts cosmetic procedures.

2. Content containing exaggerated health claims, such as "miracle cures".

3. Content attempting to sell products or services based on health-related claims, such as promoting a supplement to help a person lose weight.

4. Content that promotes misleading or deceptive business models, such as payday loans or "risk-free" investments.

Content that users broadly tell us they dislike, such as:

1. Content that includes clickbait.

2. Content that includes engagement bait.

3. Content that promotes a contest or giveaway.

Content that is associated with low-quality publishing, such as:

1. Unoriginal content that is largely repurposed from another source without adding material value.

2. Content from websites that get a disproportionate number of clicks from Instagram versus other places on the web.

3. News content that does not include transparent information about authorship or the publisher's editorial staff.

False or misleading content, such as:

1. Content including claims that have been found false by independent fact-checkers or certain expert organisations. (We remove misinformation that could cause physical harm or suppress voting.)

2. Vaccine-related misinformation that has been widely debunked by leading global health organisations.

3. Content that promotes the use of fraudulent documents, such as someone sharing a post about using a fake ID. (We remove content attempting to sell fraudulent documents such as medical prescriptions).

Account recommendations

We also try to not recommend accounts that:

1. Recently violated Instagram's Community Guidelines. (This does not include accounts that we otherwise remove from our platforms for violating Instagram's Community Guidelines.)
2. Repeatedly and/or recently shared content that we try not to recommend.
3. Repeatedly posted vaccine-related misinformation that has been widely debunked by leading global health organisations.
4. Repeatedly engaged in misleading practices to build followings, such as purchasing 'likes'.
5. Have been banned from running ads on our platforms.
6. Recently and repeatedly posted false information as determined by independent third-party fact-checkers or certain expert organisations.
7. Are associated with offline movements or organisations that are tied to violence.
8. Discuss or depict suicide and self-harm in the account name, username, profile photo or bio (with the exception of accounts focused on providing support, raising awareness and recovery).

A similar set of these guidelines applies to recommendations on Facebook. Those guidelines can be found in the Facebook Help Centre.

Related Articles

Music on Instagram

Find your Instagram username

What are embeds on Instagram and how can I embed an Instagram post or profile?

Charity fundraisers

What can I do if I've been phished on Instagram?

Birthdays on Instagram

META3047MDL_RVOL001 META3047MDL-001-00000032
METANMAG-002-00000032

Community Guidelines

1. Post your own photos.
2. Keep your clothes on.
3. Be respectful.
4. Don't spam.
5. HAVE FUN!

The detailed Community Guidelines below have been created in order to help you understand the best practices as a member of the Instagram community. By utilizing Instagram you are also subject to our [Terms of Use].

1. **Do share photos that you've taken.**

   Instagram is a great way to share your life through photos, but we have to ask that you don't share photos of someone else's life. Since users own the rights to all photos they have uploaded using our service, we ask that you respect their copyright ownership. If you want to express your excitement over a beautiful photo, it's best to [double tap on the image to like it]!

2. **Do share photos that are safe for people of all ages.**

   Remember that our community is a diverse one, and that your photos are visible to people as young as 13 years old. While we respect the artistic integrity of photos, we have to keep our product and the photos within it in line with our App Store's rating for nudity and mature content. In other words, please do not post nudity or mature content of any kind.

3. **Do treat others as you would like to be treated.**

   People from around the world with different backgrounds come together to share images on Instagram, which is great, but it also means that not everyone will agree with what you think or believe. We ask that all users be polite and respectful in their interactions with other members.

4. **Do have meaningful & genuine interactions.**

   Self-promotion or commercial solicitation of any kind, in any form, is rarely well-received. Users often notice when you have posted the same comment elsewhere or have followed a large number of users to gain followers in return, so please be sincere with your exchanges on Instagram.

5. **Do have fun!**

   Instagram is the best way to quickly share beautiful photographs of your life with others, and see the world through others' eyes. It's photo sharing reinvented, so have fun!

It is important to note that overstepping the boundaries outlined below may result in a [disabled account], or discontinued access to Instagram, without warning.

1. **Don't share photos that aren't yours.**

   This includes other people's photos, and/or things that you have copied or collected from the Internet. Accounts that solely consist of only this type of content may be disabled at any time.

2. **Don't share photos that show nudity or mature content.**

   If you wouldn't show the photo you are thinking about uploading to a child, or your boss, or your parents, you probably shouldn't share it on Instagram. The same rule applies to your profile photo. Accounts found sharing nudity or mature content will be disabled and your access to Instagram may be discontinued.

3. **Don't share photos of illegal content.**

   If we find you sharing prohibited or illegal content, including photographs of extreme violence or gore, your account may be disabled and we will take appropriate action, which may include reporting you to the authorities.

4. **Don't spam.**

   Instagram is a place where people can share beautiful photos of their lives, and when you engage in self-promotional behavior of any kind on Instagram it makes users who have shared that moment with you feel sad inside. This guideline includes repetitive comments, as well as service manipulation in order to self-promote, and extends to commercial spam comments, such as discount codes or URLs to websites. We ask that you keep your interactions on Instagram meaningful and genuine, and note that we are [working on reducing comment spam].

5. **Don't be rude.**

   Instagram is a friendly place where everyone should feel safe and comfortable sharing their lives through photographs. It is not an appropriate place to abuse, attack, harass, or impersonate others. If we receive valid complaints about your conduct, we'll send a warning or disable your account. Alternatively, we'd recommend users [block] all meanies & trolls to prevent further issues.

6. **Don't promote or glorify self-harm.**

   While Instagram is a place where people can share their lives with others through photographs, any account found encouraging or urging users to embrace anorexia, bulimia, or other eating disorders; or to cut, harm themselves, or commit suicide will result in a disabled account without warning. We believe that

communication regarding these behaviors in order to create awareness, come together for support and to facilitate recovery is important, but that Instagram is not the place for active promotion or glorification of self-harm.

- Instagram is a diverse community, and it is likely that you will come across things that offend you. If you are offended by a photo that may not violate any of the above guidelines, we'd suggest you navigate away from the account, or even use our [blocking][feature]. If you are unsure about the content, you can report it utilizing our [built-in reporting functionality] in order to bring it to the Instagram Team's attention.
- If you think that there is immediate cause for concern, you can [send a report] to the Instagram Team from our Help Center by selecting "Privacy" in the drop down menu. Please provide all necessary information for us to quickly respond to an issue that urgently needs our attention, this includes image descriptions & dates, URLs, and valid usernames.
- If you find that one of your images has been uploaded to another user's profile, try not to panic. It is likely a misunderstanding and not ill-intended. A good first step is to comment on the image & politely ask that they take the content down. If that doesn't work, please [flag the image for review] by choosing "Copyright," or file a Notice of Infringement with the Instagram Copyright Agent [here]. You might find yourself wanting to post a screenshot of the offending account to your photo-stream in order to draw attention to the situation or user, but that's often not the best way to go about resolving the issue. We do not encourage singling out the user, as it may be classified as harassment, which violates our guidelines.

If you believe you will have trouble following these guidelines we'd suggest finding an alternative photo sharing service, as Instagram may not be the best place for you. We value these guidelines, and believe that they will help keep Instagram a safe & fun place for everyone.

If you need further information, you can check out our [Support Center] and [Terms of Use]. If you have any questions or feedback, you can send us a message by [filing a ticket].

The Instagram Team

The Short

We want Instagram to continue to be an authentic and safe place for inspiration and expression. Help us foster this community. Post only your own photos and videos and always follow the law. Respect everyone on Instagram, don't spam people or post nudity.

The Long

Instagram is a reflection of our diverse community of cultures, ages, and beliefs. We've spent a lot of time thinking about the different points of view that create a safe and open environment for everyone.

We created the Community Guidelines so you can help us foster and protect this amazing community. By using Instagram, you agree to these guidelines and our Terms of Use. We're committed to these guidelines and we hope you are too. Overstepping these boundaries may result in a disabled account.

- **Share only photos and videos that you've taken or have the right to share.**

  As always, you own the content you post on Instagram. Remember to post authentic content, and don't post anything you've copied or collected from the Internet that you don't have the right to post. Learn more about intellectual property rights.

- **Post photos and videos that are appropriate for a diverse audience.**

  We know that there are times when people might want to share nude images that are artistic or creative in nature, but for a variety of reasons, we don't allow nudity on Instagram. This includes photos, videos, and some digitally-created content that show sexual intercourse, genitals, and close-ups of fully-nude buttocks. It also includes some photos of female nipples, but photos of post-mastectomy scarring and women actively breastfeeding are allowed. Nudity in photos of paintings and sculptures is OK, too.

  People like to share photos or videos of their children. For safety reasons, there are times when we may remove images that show nude or partially-nude children. Even when this content is shared with good intentions, it could be used by others in unanticipated ways. You can learn more on our Tips for Parents page.

- **Foster meaningful and genuine interactions.**

  Help us stay spam-free by not artificially collecting likes, followers, or shares, posting repetitive comments or content, or repeatedly contacting people for commercial purposes without their consent.

- **Follow the law.**

  Instagram is not a place to support or praise terrorism, organized crime, or hate groups. Offering sexual services, buying or selling illegal or prescription drugs (even if it's legal in your region), as well as promoting recreational drug use is also not allowed. Remember to always follow the law when offering to sell or buy regulated goods, including firearms, alcohol, and tobacco. You can learn more on our Regulated Goods and Services page.

  We have zero tolerance when it comes to sharing sexual content involving minors or threatening to post intimate images of others.

- **Respect other members of the Instagram community.**

We want to foster a positive, diverse community. We remove content that contains credible threats or hate speech, content that targets private individuals to degrade or shame them, personal information meant to blackmail or harass someone, and repeated unwanted messages. We do generally allow stronger conversation around people who are featured in the news or have a large public audience due to their profession or chosen activities.

It's never OK to encourage violence or attack anyone based on their race, ethnicity, national origin, sex, gender, gender identity, sexual orientation, religious affiliation, disabilities, or diseases. When hate speech is being shared to challenge it or to raise awareness, we may allow it. In those instances, we ask that you express your intent clearly.

Serious threats of harm to public and personal safety aren't allowed. This includes specific threats of physical harm as well as threats of theft, vandalism, and other financial harm. We carefully review reports of threats and consider many things when determining whether a threat is credible.

- **Maintain our supportive environment by not glorifying self-injury.**

  The Instagram community cares for each other, and is often a place where people facing difficult issues such as eating disorders, cutting, or other kinds of self-injury come together to create awareness or find support. We try to do our part by providing education in the app and adding information in the Help Center so people can get the help they need.

  Encouraging or urging people to embrace self-injury is counter to this environment of support, and we'll remove it or disable accounts if it's reported to us. To protect people, we may also remove content identifying victims or survivors of self-injury if the content targets them for attack or humor.

- **Be thoughtful when posting newsworthy events.**

  We understand that many people use Instagram to share important and newsworthy events. Some of these issues can involve graphic images. Because so many different people and age groups use Instagram, we may remove videos of intense, graphic violence to make sure Instagram stays appropriate for everyone.

  We understand that people often share this kind of content to condemn or raise awareness. If you do share content for these reasons, we encourage you to caption your photo with a warning about graphic violence. Sharing graphic images for sadistic pleasure or to glorify violence is never allowed.

- Each of us is an important part of the Instagram community. If you see something that you think may violate our guidelines, please help us by using our built-in reporting option. We have a global team that reviews these reports and works as quickly as possible to remove content that doesn't meet our guidelines. Even if you or someone you know doesn't have an Instagram account, you can still file a report. When you complete the report, try to provide as much information as possible, such as links, usernames, and descriptions of the content, so we can find and review the content quickly.
- You may find content you don't like, but doesn't violate the community guidelines. If that happens, you can unfollow or block the person who posted it, and if there's something you don't like in a comment on one of your posts, you can delete that comment.
- Many disputes and misunderstandings can be resolved directly between members of the community. If one of your photos or videos was posted by someone else, you could try commenting on the post and asking the person to take it down. If that doesn't work, you can always file a copyright report so we can investigate. Or, if you believe someone is violating your trademark, you can file a trademark report. Don't target the person who posted it by posting screenshots and drawing attention to the situation because that may be classified as harassment.
- To help keep the community safe, there are times when we work with law enforcement including when we believe that there's risk of physical harm or threat to public safety.

For more information, check out our Help Center and Terms of Use.

Thank you for helping us create one of the best communities in the world,

The Instagram Team

The Short

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  We have zero tolerance when it comes to sharing sexual content involving minors or threatening to post intimate images of others.

- **Respect other members of the Instagram community.**

We want to foster a positive, diverse community. We remove content that contains credible threats or hate speech, content that targets private individuals to degrade or shame them, personal information meant to blackmail or harass someone, and repeated unwanted messages. We do generally allow stronger conversation around people who are featured in the news or have a large public audience due to their profession or chosen activities.

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- **Be thoughtful when posting newsworthy events.**

  We understand that many people use Instagram to share important and newsworthy events. Some of these issues can involve graphic images. Because so many different people and age groups use Instagram, we may remove videos of intense, graphic violence to make sure Instagram stays appropriate for everyone.

  We understand that people often share this kind of content to condemn, raise awareness or educate. If you do share content for these reasons, we encourage you to caption your photo with a warning about graphic violence. Sharing graphic images for sadistic pleasure or to glorify violence is never allowed.

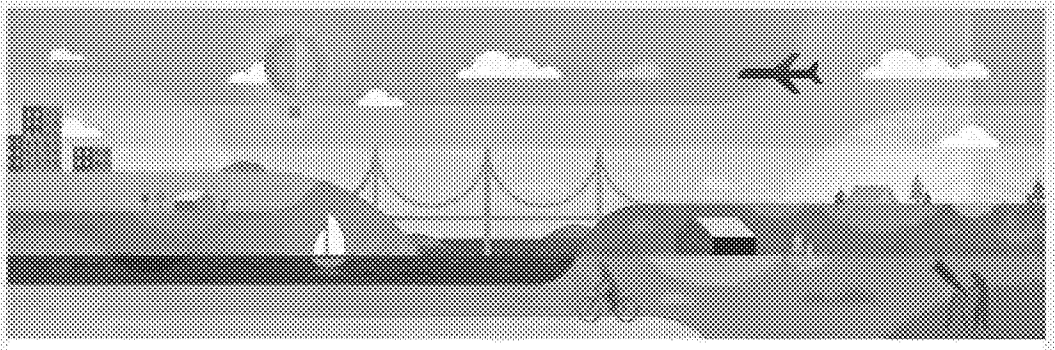
- Each of us is an important part of the Instagram community. If you see something that you think may violate our guidelines, please help us by using our built-in reporting option. We have a global team that reviews these reports and works as quickly as possible to remove content that doesn't meet our guidelines. Even if you or someone you know doesn't have an Instagram account, you can still file a report. When you complete the report, try to provide as much information as possible, such as links, usernames, and descriptions of the content, so we can find and review it quickly. We may remove entire posts if either the imagery or associated captions violate our guidelines.
- You may find content you don't like, but doesn't violate the Community Guidelines. If that happens, you can unfollow or block the person who posted it. If there's something you don't like in a comment on one of your posts, you can delete that comment.
- Many disputes and misunderstandings can be resolved directly between members of the community. If one of your photos or videos was posted by someone else, you could try commenting on the post and asking the person to take it down. If that doesn't work, you can file a copyright report. If you believe someone is violating your trademark, you can file a trademark report. Don't target the person who posted it by posting screenshots and drawing attention to the situation because that may be classified as harassment.
- We may work with law enforcement, including when we believe that there's risk of physical harm or threat to public safety.

For more information, check out our Help Center and Terms of Use.

Thank you for helping us create one of the best communities in the world,

The Instagram Team

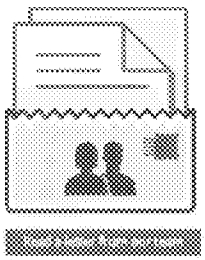
Community Standards



Our mission is to give people the power to build community and bring the world closer together. Every day, people come to Facebook to share their stories, see the world through the eyes of others and connect with friends and causes. The conversations that happen on Facebook reflect the diversity of a community of more than two billion people.

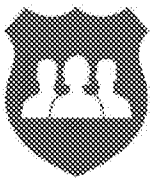
We want people to feel safe when using Facebook. For that reason, we've developed a set of Community Standards, outlined below. These policies will help you understand what type of sharing is allowed on Facebook, and what type of content may be reported to us and removed. Sometimes we will allow content if newsworthy, significant or important to the public interest – even if it might otherwise violate our standards. Because of the diversity of our global community, please keep in mind that something that may be disagreeable or disturbing to you may not violate our Community Standards.

Learn more about how it works



Helping to Keep you Safe

Back to top ^



We remove content, disable accounts, and work with law enforcement when we believe there is a genuine risk of physical harm or direct threats to public safety. Learn more about how Facebook handles abusive content.

Next section

Overview

Direct Threats

Self-Injury

Dangerous Organizations

Bullying and Harassment

Attacks on Public Figures

Criminal Activity

Sexual Violence and Exploitation

Regulated Goods

META_MR_0000007
META3047MDL_RVOL001
META3047MDL-001-00000041
METANMAG-002-00000041

Encouraging respectful behavior

Back to top

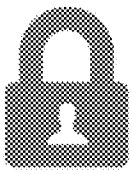
People use Facebook to share their experiences and to raise awareness about issues that are important to them. This means that you may encounter opinions that are different from yours, which we believe can lead to important conversations about difficult topics. To help balance the needs, safety, and interests of a diverse community, however, we may remove certain kinds of sensitive content or limit the audience that sees it. Learn more about how we do that here.

Overview
Adult Nudity & Sexual Activity
Hate Speech
Violence and Graphic Content

Next section

Keeping your account and personal information secure

Back to top



We work hard to help keep your account secure and protect your personal information. By joining Facebook, you agree to use your authentic name and identity. You may not publish the personal information of others without their consent. Learn more about how we work to keep your information safe.

Overview
Using Your Authentic Identity
Fraud and Spam
Accounts of Friends or Family Who Have Passed Away

Next section

Protecting your intellectual property

Back to top

Facebook is a place for you to share the things that are important to you. You own all of the content and information you post on Facebook, and you can control how it is shared through your privacy and application settings. However, before sharing content on Facebook, please be sure you have the right to do so. We ask that you respect copyrights, trademarks, and other legal rights. Learn more about intellectual property rights.

Reporting Abuse

META_MR_0000007
META3047MDL_RVOL001
META3047MDL-001-00000042
METANMAG-002-00000042

Controlling What You See

Communication Tools

English (US) Español Français (France) Português (Brasil) Italiano Deutsch +

Sign Up Log In Mobile Find Friends Pages Help

Messenger Facebook Lite People Places Games Locations Celebrities Marketplace Groups Recipes Moments
Instagram About Create Ad Create Page Developers Careers Privacy Cookies Ad Choices Terms

Facebook Basics

Community Guidelines

Controlling Your Visibility

Learn How to Address Abuse

Blocking People

Safety Tips

Tips for Parents

Information for Law Enforcement

Report Something

Regulated Goods and Services

Sharing Photos Safely

About Eating Disorders

Privacy Policy

Terms of Use

API Terms of Use

Back

Terms of Use

These Terms of Use are effective on January 19, 2013. To access our previous Terms of Use, please click here.

By accessing or using the Instagram website, the Instagram service, or any applications (including mobile applications) made available by Instagram (together, the "Service"), however accessed, you agree to be bound by these terms of use ("Terms of Use"). The Service is owned or controlled by Instagram, LLC ("Instagram"). **These Terms of Use affect your legal rights and obligations. If you do not agree to be bound by all of these Terms of Use, do not access or use the Service.**

There may be times when we offer a special feature that has its own terms and conditions that apply in addition to these Terms of Use. In those cases, the terms specific to the special feature control to the extent there is a conflict with these Terms of Use.

ARBITRATION NOTICE: EXCEPT IF YOU OPT-OUT AND EXCEPT FOR CERTAIN TYPES OF DISPUTES DESCRIBED IN THE ARBITRATION SECTION BELOW, YOU AGREE THAT DISPUTES BETWEEN YOU AND INSTAGRAM WILL BE RESOLVED BY BINDING, INDIVIDUAL ARBITRATION AND YOU WAIVE YOUR RIGHT TO PARTICIPATE IN A CLASS ACTION LAWSUIT OR CLASS-WIDE ARBITRATION.

Basic Terms

1. You must be at least 13 years old to use the Service.
2. You may not post violent, nude, partially nude, discriminatory, unlawful, infringing, hateful, pornographic or sexually suggestive photos or other content via the Service.
3. You are responsible for any activity that occurs through your account and you agree you will not sell, transfer, license or assign your account, followers, username, or any account rights. With the exception of people or businesses that are expressly authorized to create accounts on behalf of their employers or clients, Instagram prohibits the creation of and you agree that you will not create an account for anyone other than yourself. You also represent that all information you provide or provided to Instagram upon registration and at all other times will be true, accurate, current and complete and you agree to update your information as necessary to maintain its truth and accuracy.
4. You agree that you will not solicit, collect or use the login credentials of other Instagram users.
5. You are responsible for keeping your password secret and secure.
6. You must not defame, stalk, bully, abuse, harass, threaten, impersonate or intimidate people or entities and you must not post private or confidential information via the Service, including, without limitation, your or any other person's credit card information, social security or alternate national identity numbers, non-public phone numbers or non-public email addresses.
7. You may not use the Service for any illegal or unauthorized purpose. You agree to comply with all laws, rules and regulations (for example, federal, state, local and provincial) applicable to your use of the Service and your Content (defined below), including but not limited to, copyright laws.
8. You are solely responsible for your conduct and any data, text, files, information, usernames, images, graphics, photos, profiles, audio and video clips, sounds, musical works, works of authorship, applications, links and other content or materials (collectively, "Content") that you submit, post or display on or via the Service.
9. You must not change, modify, adapt or alter the Service or change, modify or alter another website so as to falsely imply that it is associated with the Service or Instagram.
10. You must not access Instagram's private API by means other than those permitted by Instagram. Use of Instagram's API is subject to a separate set of terms available here: http://instagram.com/about/legal/terms/api/ ("API Terms").
11. You must not create or submit unwanted email, comments, likes or other forms of commercial or harassing communications (a/k/a "spam") to any Instagram users.

12. You must not use domain names or web URLs in your username without prior written consent from Instagram.
13. You must not interfere or disrupt the Service or servers or networks connected to the Service, including by transmitting any worms, viruses, spyware, malware or any other code of a destructive or disruptive nature. You may not inject content or code or otherwise alter or interfere with the way any Instagram page is rendered or displayed in a user's browser or device.
14. You must comply with Instagram's Community Guidelines, available here: https://help.instagram.com/customer/portal/articles/283387-community-guidelines.
15. You must not create accounts with the Service through unauthorized means, including but not limited to, by using an automated device, script, bot, spider, crawler or scraper.
16. You must not attempt to restrict another user from using or enjoying the Service and you must not encourage or facilitate violations of these Terms of Use or any other Instagram terms.
17. Violation of these Terms of Use may, in Instagram's sole discretion, result in termination of your Instagram account. You understand and agree that Instagram cannot and will not be responsible for the Content posted on the Service and you use the Service at your own risk. If you violate the letter or spirit of these Terms of Use, or otherwise create risk or possible legal exposure for Instagram, we can stop providing all or part of the Service to you.

General Conditions

1. We reserve the right to modify or terminate the Service or your access to the Service for any reason, without notice, at any time, and without liability to you. You can deactivate your Instagram account by logging into the Service and completing the form available here: https://instagram.com/accounts/remove/request/. If we terminate your access to the Service or you use the form detailed above to deactivate your account, your photos, comments, likes, friendships, and all other data will no longer be accessible through your account (e.g., users will not be able to navigate to your username and view your photos), but those materials and data may persist and appear within the Service (e.g., if your Content has been reshared by others).
2. Upon termination, all licenses and other rights granted to you in these Terms of Use will immediately cease.
3. We reserve the right, in our sole discretion, to change these Terms of Use (**"Updated Terms"**) from time to time. Unless we make a change for legal or administrative reasons, we will provide reasonable advance notice before the Updated Terms become effective. You agree that we may notify you of the Updated Terms by posting them on the Service, and that your use of the Service after the effective date of the Updated Terms (or engaging in such other conduct as we may reasonably specify) constitutes your agreement to the Updated Terms. Therefore, you should review these Terms of Use and any Updated Terms before using the Service. The Updated Terms will be effective as of the time of posting, or such later date as may be specified in the Updated Terms, and will apply to your use of the Service from that point forward. These Terms of Use will govern any disputes arising before the effective date of the Updated Terms.
4. We reserve the right to refuse access to the Service to anyone for any reason at any time.
5. We reserve the right to force forfeiture of any username for any reason.
6. We may, but have no obligation to, remove, edit, block, and/or monitor Content or accounts containing Content that we determine in our sole discretion violates these Terms of Use.
7. You are solely responsible for your interaction with other users of the Service, whether online or offline. You agree that Instagram is not responsible or liable for the conduct of any user. Instagram reserves the right, but has no obligation, to monitor or become involved in disputes between you and other users. Exercise common sense and your best judgment when interacting with others, including when you submit or post Content or any personal or other information.
8. There may be links from the Service, or from communications you receive from the Service, to third-party web sites or features. There may also be links to third-party web sites or features in images or comments within the Service. The Service also includes third-party content that we do not control, maintain or endorse. Functionality on the Service may also permit interactions between the Service and a third-party web site or feature, including applications that connect the Service or your profile on the Service with a third-party web site or feature. For example, the Service may include a feature that enables you to share Content from the Service or your Content with a third party, which may be publicly posted on that third party's service or application. Using this functionality typically requires you to login to your account on the third-party service and you do so at your own risk. Instagram does not control any of these third-party web services or any of their content. You expressly

acknowledge and agree that Instagram is in no way responsible or liable for any such third-party services or features. YOUR CORRESPONDENCE AND BUSINESS DEALINGS WITH THIRD PARTIES FOUND THROUGH THE SERVICE ARE SOLELY BETWEEN YOU AND THE THIRD PARTY. You may choose, at your sole and absolute discretion and risk, to use applications that connect the Service or your profile on the Service with a third-party service (each, an "Application") and such Application may interact with, connect to or gather and/or pull information from and to your Service profile. By using such Applications, you acknowledge and agree to the following: (i) if you use an Application to share information, you are consenting to information about your profile on the Service being shared; (ii) your use of an Application may cause personally identifying information to be publicly disclosed and/or associated with you, even if Instagram has not itself provided such information; and (iii) your use of an Application is at your own option and risk, and you will hold the Instagram Parties (defined below) harmless for activity related to the Application.

9. You agree that you are responsible for all data charges you incur through use of the Service.

10. We prohibit crawling, scraping, caching or otherwise accessing any content on the Service via automated means, including but not limited to, user profiles and photos (except as may be the result of standard search engine protocols or technologies used by a search engine with Instagram's express consent).

Rights

1. Instagram does not claim ownership of any Content that you post on or through the Service. Instead, you hereby grant to Instagram a non-exclusive, fully paid and royalty-free, transferable, sub-licensable, worldwide license to use the Content that you post on or through the Service, subject to the Service's Privacy Policy, available here https://instagram.com/legal/privacy/, including but not limited to sections 3 ("Sharing of Your Information"), 4 ("How We Store Your Information"), and 5 ("Your Choices About Your Information"). You can choose who can view your Content and activities, including your photos, as described in the Privacy Policy.

2. Some of the Service is supported by advertising revenue and may display advertisements and promotions, and you hereby agree that Instagram may place such advertising and promotions on the Service or on, about, or in conjunction with your Content. The manner, mode and extent of such advertising and promotions are subject to change without specific notice to you.

3. You acknowledge that we may not always identify paid services, sponsored content, or commercial communications as such.

4. You represent and warrant that: (i) you own the Content posted by you on or through the Service or otherwise have the right to grant the rights and licenses set forth in these Terms of Use; (ii) the posting and use of your Content on or through the Service does not violate, misappropriate or infringe on the rights of any third party, including, without limitation, privacy rights, publicity rights, copyrights, trademark and/or other intellectual property rights; (iii) you agree to pay for all royalties, fees, and any other monies owed by reason of Content you post on or through the Service; and (iv) you have the legal right and capacity to enter into these Terms of Use in your jurisdiction.

5. The Service contains content owned or licensed by Instagram ("Instagram Content"). Instagram Content is protected by copyright, trademark, patent, trade secret and other laws, and, as between you and Instagram, Instagram owns and retains all rights in the Instagram Content and the Service. You will not remove, alter or conceal any copyright, trademark, service mark or other proprietary rights notices incorporated in or accompanying the Instagram Content and you will not reproduce, modify, adapt, prepare derivative works based on, perform, display, publish, distribute, transmit, broadcast, sell, license or otherwise exploit the Instagram Content.

6. The Instagram name and logo are trademarks of Instagram, and may not be copied, imitated or used, in whole or in part, without the prior written permission of Instagram, except in accordance with our brand guidelines, available here: https://help.instagram.com/customer/portal/articles/182487. In addition, all page headers, custom graphics, button icons and scripts are service marks, trademarks and/or trade dress of Instagram, and may not be copied, imitated or used, in whole or in part, without prior written permission from Instagram.

7. Although it is Instagram's intention for the Service to be available as much as possible, there will be occasions when the Service may be interrupted, including, without limitation, for scheduled maintenance or upgrades, for emergency repairs, or due to failure of telecommunications links and/or equipment. Also, Instagram reserves the right to remove any Content from the Service for any reason, without prior notice. Content removed from the Service may continue to be stored by Instagram, including, without limitation, in order to comply with certain legal obligations, but may not be retrievable without a valid court order. Consequently, Instagram encourages you to maintain

your own backup of your Content. In other words, Instagram is not a backup service and you agree that you will not rely on the Service for the purposes of Content backup or storage. Instagram will not be liable to you for any modification, suspension, or discontinuation of the Services, or the loss of any Content. You also acknowledge that the Internet may be subject to breaches of security and that the submission of Content or other information may not be secure.

8. You agree that Instagram is not responsible for, and does not endorse, Content posted within the Service. Instagram does not have any obligation to prescreen, monitor, edit, or remove any Content. If your Content violates these Terms of Use, you may bear legal responsibility for that Content.

9. Except as otherwise described in the Service's Privacy Policy, available at http://instagram.com/legal/privacy/, as between you and Instagram, any Content will be non-confidential and non-proprietary and we will not be liable for any use or disclosure of Content. You acknowledge and agree that your relationship with Instagram is not a confidential, fiduciary, or other type of special relationship, and that your decision to submit any Content does not place Instagram in a position that is any different from the position held by members of the general public, including with regard to your Content. None of your Content will be subject to any obligation of confidence on the part of Instagram, and Instagram will not be liable for any use or disclosure of any Content you provide.

10. It is Instagram's policy not to accept or consider content, information, ideas, suggestions or other materials other than those we have specifically requested and to which certain specific terms, conditions and requirements may apply. This is to avoid any misunderstandings if your ideas are similar to those we have developed or are developing independently. Accordingly, Instagram does not accept unsolicited materials or ideas, and takes no responsibility for any materials or ideas so transmitted. If, despite our policy, you choose to send us content, information, ideas, suggestions, or other materials, you further agree that Instagram is free to use any such content, information, ideas, suggestions or other materials, for any purposes whatsoever, including, without limitation, developing and marketing products and services, without any liability or payment of any kind to you.

Reporting Copyright and Other IP Violations

1. We respect other people's rights, and expect you to do the same.
2. We provide you with tools to help you protect your intellectual property rights. To learn more about how to report claims of intellectual property infringement, visit: https://help.instagram.com/customer/portal/articles/270501
3. If you repeatedly infringe other people's intellectual property rights, we will disable your account when appropriate.

Disclaimer of Warranties

THE SERVICE, INCLUDING, WITHOUT LIMITATION, INSTAGRAM CONTENT, IS PROVIDED ON AN "AS IS", "AS AVAILABLE" AND "WITH ALL FAULTS" BASIS. TO THE FULLEST EXTENT PERMISSIBLE BY LAW, NEITHER INSTAGRAM NOR ITS PARENT COMPANY NOR ANY OF THEIR EMPLOYEES, MANAGERS, OFFICERS OR AGENTS (COLLECTIVELY, THE "INSTAGRAM PARTIES") MAKE ANY REPRESENTATIONS OR WARRANTIES OR ENDORSEMENTS OF ANY KIND WHATSOEVER, EXPRESS OR IMPLIED, AS TO: (A) THE SERVICE; (B) THE INSTAGRAM CONTENT; (C) USER CONTENT; OR (D) SECURITY ASSOCIATED WITH THE TRANSMISSION OF INFORMATION TO INSTAGRAM OR VIA THE SERVICE. IN ADDITION, THE INSTAGRAM PARTIES HEREBY DISCLAIM ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT, TITLE, CUSTOM, TRADE, QUIET ENJOYMENT, SYSTEM INTEGRATION AND FREEDOM FROM COMPUTER VIRUS.

THE INSTAGRAM PARTIES DO NOT REPRESENT OR WARRANT THAT THE SERVICE WILL BE ERROR-FREE OR UNINTERRUPTED, THAT DEFECTS WILL BE CORRECTED; OR THAT THE SERVICE OR THE SERVER THAT MAKES THE SERVICE AVAILABLE IS FREE FROM ANY HARMFUL COMPONENTS, INCLUDING, WITHOUT LIMITATION, VIRUSES. THE INSTAGRAM PARTIES DO NOT MAKE ANY REPRESENTATIONS OR WARRANTIES THAT THE INFORMATION (INCLUDING ANY INSTRUCTIONS) ON THE SERVICE IS ACCURATE, COMPLETE, OR USEFUL. YOU ACKNOWLEDGE THAT YOUR USE OF THE SERVICE IS AT YOUR SOLE RISK. THE INSTAGRAM PARTIES DO NOT WARRANT THAT YOUR USE OF THE SERVICE IS LAWFUL IN ANY PARTICULAR JURISDICTION, AND THE INSTAGRAM PARTIES SPECIFICALLY DISCLAIM SUCH WARRANTIES. SOME JURISDICTIONS LIMIT OR DO NOT ALLOW THE DISCLAIMER OF IMPLIED OR OTHER WARRANTIES SO THE ABOVE DISCLAIMER MAY

NOT APPLY TO YOU TO THE EXTENT SUCH JURISDICTION'S LAW IS APPLICABLE TO YOU AND THESE TERMS OF USE.

BY ACCESSING OR USING THE SERVICE YOU REPRESENT AND WARRANT THAT YOUR ACTIVITIES ARE LAWFUL IN EVERY JURISDICTION WHERE YOU ACCESS OR USE THE SERVICE.

THE INSTAGRAM PARTIES DO NOT ENDORSE CONTENT AND SPECIFICALLY DISCLAIM ANY RESPONSIBILITY OR LIABILITY TO ANY PERSON OR ENTITY FOR ANY LOSS, DAMAGE (WHETHER ACTUAL, CONSEQUENTIAL, PUNITIVE OR OTHERWISE), INJURY, CLAIM, LIABILITY OR OTHER CAUSE OF ANY KIND OR CHARACTER BASED UPON OR RESULTING FROM ANY CONTENT.

Limitation of Liability; Waiver

UNDER NO CIRCUMSTANCES WILL THE INSTAGRAM PARTIES BE LIABLE TO YOU FOR ANY LOSS OR DAMAGES OF ANY KIND (INCLUDING, WITHOUT LIMITATION, FOR ANY DIRECT, INDIRECT, ECONOMIC, EXEMPLARY, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL LOSSES OR DAMAGES) THAT ARE DIRECTLY OR INDIRECTLY RELATED TO: (A) THE SERVICE; (B) THE INSTAGRAM CONTENT; (C) USER CONTENT; (D) YOUR USE OF, INABILITY TO USE, OR THE PERFORMANCE OF THE SERVICE; (E) ANY ACTION TAKEN IN CONNECTION WITH AN INVESTIGATION BY THE INSTAGRAM PARTIES OR LAW ENFORCEMENT AUTHORITIES REGARDING YOUR OR ANY OTHER PARTY'S USE OF THE SERVICE; (F) ANY ACTION TAKEN IN CONNECTION WITH COPYRIGHT OR OTHER INTELLECTUAL PROPERTY OWNERS; (G) ANY ERRORS OR OMISSIONS IN THE SERVICE'S OPERATION; OR (H) ANY DAMAGE TO ANY USER'S COMPUTER, MOBILE DEVICE, OR OTHER EQUIPMENT OR TECHNOLOGY INCLUDING, WITHOUT LIMITATION, DAMAGE FROM ANY SECURITY BREACH OR FROM ANY VIRUS, BUGS, TAMPERING, FRAUD, ERROR, OMISSION, INTERRUPTION, DEFECT, DELAY IN OPERATION OR TRANSMISSION, COMPUTER LINE OR NETWORK FAILURE OR ANY OTHER TECHNICAL OR OTHER MALFUNCTION, INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOST PROFITS, LOSS OF GOODWILL, LOSS OF DATA, WORK STOPPAGE, ACCURACY OF RESULTS, OR COMPUTER FAILURE OR MALFUNCTION, EVEN IF FORESEEABLE OR EVEN IF THE INSTAGRAM PARTIES HAVE BEEN ADVISED OF OR SHOULD HAVE KNOWN OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER IN AN ACTION OF CONTRACT, NEGLIGENCE, STRICT LIABILITY OR TORT (INCLUDING, WITHOUT LIMITATION, WHETHER CAUSED IN WHOLE OR IN PART BY NEGLIGENCE, ACTS OF GOD, TELECOMMUNICATIONS FAILURE, OR THEFT OR DESTRUCTION OF THE SERVICE). IN NO EVENT WILL THE INSTAGRAM PARTIES BE LIABLE TO YOU OR ANYONE ELSE FOR LOSS, DAMAGE OR INJURY, INCLUDING, WITHOUT LIMITATION, DEATH OR PERSONAL INJURY. SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION OR EXCLUSION MAY NOT APPLY TO YOU. IN NO EVENT WILL THE INSTAGRAM PARTIES TOTAL LIABILITY TO YOU FOR ALL DAMAGES, LOSSES OR CAUSES OR ACTION EXCEED ONE HUNDRED UNITED STATES DOLLARS ($100.00).

YOU AGREE THAT IN THE EVENT YOU INCUR ANY DAMAGES, LOSSES OR INJURIES THAT ARISE OUT OF INSTAGRAM'S ACTS OR OMISSIONS, THE DAMAGES, IF ANY, CAUSED TO YOU ARE NOT IRREPARABLE OR SUFFICIENT TO ENTITLE YOU TO AN INJUNCTION PREVENTING ANY EXPLOITATION OF ANY WEB SITE, SERVICE, PROPERTY, PRODUCT OR OTHER CONTENT OWNED OR CONTROLLED BY THE INSTAGRAM PARTIES, AND YOU WILL HAVE NO RIGHTS TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, DISTRIBUTION, ADVERTISING, EXHIBITION OR EXPLOITATION OF ANY WEB SITE, PROPERTY, PRODUCT, SERVICE, OR OTHER CONTENT OWNED OR CONTROLLED BY THE INSTAGRAM PARTIES.

BY ACCESSING THE SERVICE, YOU UNDERSTAND THAT YOU MAY BE WAIVING RIGHTS WITH RESPECT TO CLAIMS THAT ARE AT THIS TIME UNKNOWN OR UNSUSPECTED, AND IN ACCORDANCE WITH SUCH WAIVER, YOU ACKNOWLEDGE THAT YOU HAVE READ AND UNDERSTAND, AND HEREBY EXPRESSLY WAIVE, THE BENEFITS OF SECTION 1542 OF THE CIVIL CODE OF CALIFORNIA, AND ANY SIMILAR LAW OF ANY STATE OR TERRITORY, WHICH PROVIDES AS FOLLOWS: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR."

INSTAGRAM IS NOT RESPONSIBLE FOR THE ACTIONS, CONTENT, INFORMATION, OR DATA OF THIRD PARTIES, AND YOU RELEASE US, OUR DIRECTORS, OFFICERS, EMPLOYEES, AND AGENTS FROM ANY CLAIMS AND DAMAGES, KNOWN AND UNKNOWN, ARISING OUT OF OR IN ANY WAY CONNECTED WITH ANY CLAIM YOU HAVE AGAINST ANY SUCH THIRD PARTIES.

Indemnification

You (and also any third party for whom you operate an account or activity on the Service) agree to defend (at Instagram's request), indemnify and hold the Instagram Parties harmless from and against any claims, liabilities, damages, losses, and expenses, including without limitation, reasonable attorney's fees and costs, arising out of or in any way connected with any of the following (including as a result of your direct activities on the Service or those conducted on your behalf): (i) your Content or your access to or use of the Service; (ii) your breach or alleged breach of these Terms of Use; (iii) your violation of any third-party right, including without limitation, any intellectual property right, publicity, confidentiality, property or privacy right; (iv) your violation of any laws, rules, regulations, codes, statutes, ordinances or orders of any governmental and quasi-governmental authorities, including, without limitation, all regulatory, administrative and legislative authorities; or (v) any misrepresentation made by you. You will cooperate as fully required by Instagram in the defense of any claim. Instagram reserves the right to assume the exclusive defense and control of any matter subject to indemnification by you, and you will not in any event settle any claim without the prior written consent of Instagram.

Arbitration

Except if you opt-out or for disputes relating to: (1) your or Instagram's intellectual property (such as trademarks, trade dress, domain names, trade secrets, copyrights and patents); (2) violations of the API Terms; or (3) violations of provisions 13 or 15 of the Basic Terms, above ("Excluded Disputes"), you agree that all disputes between you and Instagram (whether or not such dispute involves a third party) with regard to your relationship with Instagram, including without limitation disputes related to these Terms of Use, your use of the Service, and/or rights of privacy and/or publicity, will be resolved by binding, individual arbitration under the American Arbitration Association's rules for arbitration of consumer-related disputes and you and Instagram hereby expressly waive trial by jury. As an alternative, you may bring your claim in your local "small claims" court, if permitted by that small claims court's rules. You may bring claims only on your own behalf. Neither you nor Instagram will participate in a class action or class-wide arbitration for any claims covered by this agreement. You also agree not to participate in claims brought in a private attorney general or representative capacity, or consolidated claims involving another person's account, if Instagram is a party to the proceeding. This dispute resolution provision will be governed by the Federal Arbitration Act. In the event the American Arbitration Association is unwilling or unable to set a hearing date within one hundred and sixty (160) days of filing the case, then either Instagram or you can elect to have the arbitration administered instead by the Judicial Arbitration and Mediation Services. Judgment on the award rendered by the arbitrator may be entered in any court having competent jurisdiction. Any provision of applicable law notwithstanding, the arbitrator will not have authority to award damages, remedies or awards that conflict with these Terms of Use.

You may opt out of this agreement to arbitrate. If you do so, neither you nor Instagram can require the other to participate in an arbitration proceeding. To opt out, you must notify Instagram in writing within 30 days of the date that you first became subject to this arbitration provision. You must use this address to opt out:

Instagram, LLC ATTN: Arbitration Opt-out 1601 Willow Rd. Menlo Park, CA 94025

You must include your name and residence address, the email address you use for your Instagram account, and a clear statement that you want to opt out of this arbitration agreement.

If the prohibition against class actions and other claims brought on behalf of third parties contained above is found to be unenforceable, then all of the preceding language in this Arbitration section will be null and void. This arbitration agreement will survive the termination of your relationship with Instagram.

Time Limitation on Claims

You agree that any claim you may have arising out of or related to your relationship with Instagram must be filed within one year after such claim arose; otherwise, your claim is permanently barred.

Governing Law & Venue

These Terms of Use are governed by and construed in accordance with the laws of the State of California, without giving effect to any principles of conflicts of law AND WILL SPECIFICALLY NOT BE GOVERNED BY THE UNITED NATIONS CONVENTIONS ON CONTRACTS FOR THE INTERNATIONAL SALE OF GOODS, IF OTHERWISE APPLICABLE. For any action at law or in equity relating to the arbitration provision of these Terms of Use, the Excluded Disputes or if you opt out of the agreement to arbitrate, you agree to resolve any dispute you have with Instagram exclusively in a state or federal court located in Santa Clara, California, and

to submit to the personal jurisdiction of the courts located in Santa Clara County for the purpose of litigating all such disputes.

If any provision of these Terms of Use is held to be unlawful, void, or for any reason unenforceable during arbitration or by a court of competent jurisdiction, then that provision will be deemed severable from these Terms of Use and will not affect the validity and enforceability of any remaining provisions. Instagram's failure to insist upon or enforce strict performance of any provision of these Terms will not be construed as a waiver of any provision or right. No waiver of any of these Terms will be deemed a further or continuing waiver of such term or condition or any other term or condition. Instagram reserves the right to change this dispute resolution provision, but any such changes will not apply to disputes arising before the effective date of the amendment. This dispute resolution provision will survive the termination of any or all of your transactions with Instagram.

Entire Agreement

If you are using the Service on behalf of a legal entity, you represent that you are authorized to enter into an agreement on behalf of that legal entity. These Terms of Use constitute the entire agreement between you and Instagram and governs your use of the Service, superseding any prior agreements between you and Instagram. You will not assign the Terms of Use or assign any rights or delegate any obligations hereunder, in whole or in part, whether voluntarily or by operation of law, without the prior written consent of Instagram. Any purported assignment or delegation by you without the appropriate prior written consent of Instagram will be null and void. Instagram may assign these Terms of Use or any rights hereunder without your consent. If any provision of these Terms of Use is found by a court of competent jurisdiction to be invalid or otherwise unenforceable, the parties nevertheless agree that such portion will be deemed severable from these Terms of Use and will not affect the validity and enforceability of the remaining provisions, and the remaining provisions of the Terms of Use remain in full force and effect. Neither the course of conduct between the parties nor trade practice will act to modify the Terms of Use. These Terms of Use do not confer any third-party beneficiary rights.

Territorial Restrictions

The information provided within the Service is not intended for distribution to or use by any person or entity in any jurisdiction or country where such distribution or use would be contrary to law or regulation or which would subject Instagram to any registration requirement within such jurisdiction or country. We reserve the right to limit the availability of the Service or any portion of the Service, to any person, geographic area, or jurisdiction, at any time and in our sole discretion, and to limit the quantities of any content, program, product, service or other feature that Instagram provides.

Software related to or made available by the Service may be subject to United States export controls. Thus, no software from the Service may be downloaded, exported or re-exported: (a) into (or to a national or resident of) any country to which the United States has embargoed goods; or (b) to anyone on the U.S. Treasury Department's list of Specially Designated Nationals or the U.S. Commerce Department's Table of Deny Orders. By downloading any software related to the Service, you represent and warrant that you are not located in, under the control of, or a national or resident of, any such country or on any such list.

The effective date of these Terms of Use is January 19, 2013. These Terms of Use were written in English (US). To the extent any translated version of these Terms of Use conflicts with the English version, the English version controls.

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Terms of Use

Copy link

Facebook Ireland Limited has changed its name to Meta Platforms Ireland Limited. We've updated our Terms of Use, Data Policy and Cookies Policy to reflect the new name on 4 January 2022. Whil our company name has changed, we are continuing to offer the same products, including Instagra from Meta. Our Data Policy and Terms of Use remain in effect, and this name change does not affe how we use or share data. Learn more about Meta and our vision for the metaverse.

Welcome to Instagram!

These Terms of Use (or "Terms") govern your use of Instagram, except where we expressly state that separate terms (and not these) apply, and provide information about the Instagram Service (the "Service"), outlined below. When you create an Instagram account or use Instagram, you agree to these Terms. The Meta Terms of Service do not apply to this Service.

Click here for a contract summary and here for other information that we are required by the European Electronic Communications Code to provide.

If you are a business established in the EU and use Instagram Shopping to sell goods to consumers located in the EU, you can learn more about your commercial relationship with us by reviewing the Platform to Business Notice, which supplements our Terms of Use.

The Instagram Service is one of the Meta Products, provided to you by Meta Platforms Ireland Limited. These Terms of Use therefore constitute an agreement between you and Meta Platform: Ireland Limited.

The Instagram Service

We agree to provide you with the Instagram Service. The Service includes all of the Instagram products, features, applications, services, technologies and software that we provide to advance Instagram's mission: To bring you closer to the people and things you love. The Service is made up of the following aspects:

- **Offering personalised opportunities to create, connect, communicate, discover and share.**
  People are different. We want to strengthen your relationships through shared experiences that you actually care about. So we build systems that try to understand who and what you and others care about, and use that information to help you create, find, join and share in experiences that matter to you. Part of that is highlighting content, features, offers and accounts that you might be interested in, and offering ways for you to experience Instagram, based on things that you and others do on and off Instagram.

- **Fostering a positive, inclusive and safe environment.**
  We develop and use tools and offer resources to our community members that help to make their experiences positive and inclusive, including when we think they might need help. We also have teams and systems that work to combat abuse and breaches of our Terms and Policies, as well as harmful and deceptive behaviour. We use all the information we have – including your information – to try to keep our platform secure. We may also share information about misuse or harmful content with other Meta Companies or law enforcement. Learn more in the Data Policy.

- **Developing and using technologies that help us consistently serve our growing community.**
  Organising and analysing information for our growing community is central to our Service. A big part of our Service is creating and using cutting-edge technologies that help us personalise, protect and improve our Service on an incredibly large scale for a broad global community. Technologies such as artificial intelligence and machine learning give us the power to apply complex processes across our Service. Automated technologies also help us to ensure the functionality and integrity of our Service.

- **Providing consistent and seamless experiences across other Meta Company Products.**
  Instagram is part of the Meta Companies, which share technology, systems, insights and information – including the information that we have about you (learn more in the Data Policy) in order to provide services that are better, safer and more secure. We also provide ways to interact across the Meta Company Products that you use, and have designed systems to achieve a seamless and consistent experience across the Meta Company Products.

- **Ensuring access to our Service.**
  To operate our global Service, we must store and transfer data across our systems around the world, including outside of your country of residence. The use of this global infrastructure is necessary and essential to provide our Service. This infrastructure may be owned or operated by Meta Platforms, Inc., Meta Platforms Ireland Limited or their affiliates.

- **Connecting you with brands, products and services in ways you care about.**
  We use data from Instagram and other Meta Company Products, as well as from third-party partners, to show you ads, offers and other sponsored content that we believe will be meaningful to you. And we try to make that content as relevant as all your other experiences on Instagram.

- **Research and innovation.**
  We use the information we have to develop, test and improve our Service and collaborate with others on research to make our Service better and contribute to the well-being of our community. This includes analysing the data we have about our users and understanding how people use our Services, for example by conducting surveys and testing and troubleshooting new features.

How our Service is funded

Instead of paying to use Instagram, by using the Service covered by these Terms, you acknowledge that we can show you ads that businesses and organisations pay us to promote on and off the Meta Company Products. We use your personal data, such as information about your activity and interests, to show you ads that are more relevant to you.

We show you relevant and useful ads without telling advertisers who you are. We don't sell your personal data. We allow advertisers to tell us things such as their business goal and the kind of audience they want to see their ads. We then show their ad to people who might be interested.

We also provide advertisers with reports about the performance of their ads to help them understand how people are interacting with their content on and off Instagram. For example, we provide general demographic and interest information to advertisers to help them better understand their audience. We don't share information that directly identifies you (information such as your name or email address that by itself can be used to contact you or identifies who you are) unless you give us specific permission. Learn more about how Instagram ads work here.

You may see branded content on Instagram posted by account holders who promote products or services based on a commercial relationship with the business partner mentioned in their content. You can learn more about this here.

The Data Policy

Providing our Service requires collecting and using your information. The Data Policy explains how we collect, use and share information across the Meta Products. It also explains the many ways in which you can control your information, including in the Instagram privacy and securit settings.

Your commitments

In return for our commitment to provide the Service, we require you to make the below commitments to us.

Who can use Instagram. We want our Service to be as open and inclusive as possible, but we a want it to be safe, secure and in accordance with the law. So, we need you to commit to a few restrictions in order to be part of the Instagram community.

- You must be at least 13 years old.
- You must not be prohibited from receiving any aspect of our Service under applicable laws or engaging in payments-related Services if you are on an applicable denied party listing.
- We must not have previously disabled your account for violation of law or any of our policies.
- You must not be a convicted sex offender.

How you can't use Instagram. Providing a safe and open Service for a broad community requi that we all do our part.

- **You can't impersonate others or provide inaccurate information.**
  You don't have to disclose your identity on Instagram, but you must provide us with accurate and up-to-date information (including registration information), which may include providing personal data. Also, you may not impersonate someone or something you aren't, and you can't create an account for someone else unless you have their express permission.
- **You can't do anything unlawful, misleading or fraudulent or for an illegal or unauthorised purpose.**
- **You can't violate (or help or encourage others to violate) these Terms or our policies, including in particular the** Instagram Community Guidelines, Meta Platform Terms and Developer Policies **and** Music Guidelines.
  If you post branded content, you must comply with our Branded Content Policies, which require you to use our branded content tool. Learn how to report conduct or content in our Help Centre.
- **You can't do anything to interfere with or impair the intended operation of the Service.**
  This includes misusing any reporting, dispute or appeals channel, such as by making fraudulent or groundless reports or appeals.
- **You can't attempt to create accounts or access or collect information in unauthorised ways.**
  This includes creating accounts or collecting information in an automated way without our express permission.
- **You can't sell, licence or purchase any account or data obtained from us or our Service.**
  This includes attempts to buy, sell or transfer any aspect of your account (including your username); solicit, collect or use login credentials or badges of other users; or request or collect Instagram usernames, passwords or misappropriate access tokens.

- **You can't post someone else's private or confidential information without permission or do anything that violates someone else's rights, including intellectual property rights (e.g. copyright infringement, trademark infringement, counterfeit or pirated goods).** You may use someone else's works under exceptions or limitations to copyright and related rights under applicable law. You represent that you own or have obtained all necessary rights to the content you post or share. Learn more, including how to report content that you think infringes your intellectual property rights, here.

- **You can't modify, translate, create derivative works of or reverse engineer our products or their components.**

- **You can't use a domain name or URL in your username without our prior written consent.**

Permissions you give to us. As part of our agreement, you also give us permissions that we nee to provide the Service.

- **We do not claim ownership of your content, but you grant us a licence to use it.** Nothing is changing about your rights in your content. We do not claim ownership of your content that you post on or through the Service and you are free to share your content with anyone else, wherever you choose. However, we need certain legal permissions from you (known as a "licence") to provide the Service. When you share, post or upload content that is covered by intellectual property rights (such as photos or videos) on or in connection with our Service, you hereby grant to us a non-exclusive, royalty-free, transferable, sub-licensable, worldwide licence to host, use, distribute, modify, run, copy, publicly perform or display, translate and create derivative works of your content (consistent with your privacy and application settings). This licence will end when your content is deleted from our systems. You can delete content individually or all at once by deleting your account. To learn more about how we use information, and how to control or delete your content, review the Data Policy and visit the Instagram Help Centre.

- **Permission to use your username, profile picture and information about your relationships and actions with accounts, ads and sponsored content.** You give us permission to show your username, profile picture and information about your actions (such as likes) or relationships (such as follows) next to or in connection with accounts, ads, offers and other sponsored content that you follow or engage with that are displayed on Facebook Products, without any compensation to you. For example, we may show that you liked a sponsored post created by a brand that has paid us to display its ads on Instagram. As with actions on other content and follows of other accounts, actions on sponsored content and follows of sponsored accounts can be seen only by people who have permission to see that content or follow. We will also respect your ad settings. You can learn more here about your ad settings.

- **You agree that we can download and install updates to the Service on your device.**

Additional rights we retain

- If you select a username or similar identifier for your account, we may change it if we believe it is appropriate or necessary (for example, if it infringes someone's intellectual property or impersonates another user).

- If you use content covered by intellectual property rights that we have and make available in our Service (for example, images, designs, videos, or sounds we provide that you add to content you create or share), we retain all rights to our content (but not yours).

- You can only use our intellectual property and trademarks or similar marks as expressly permitted by our Brand Guidelines or with our prior written permission.
- You must obtain written permission from us or under an open-source licence to modify, create derivative works of, decompile or otherwise attempt to extract source code from us.

Content removal and disabling or terminating your account

- We can remove any content or information that you share on the Service if we believe that it violates these Terms of Use, our policies (including our Instagram Community Guidelines) or we are required to do so by law. We can refuse to provide or stop providing all or part of the Service to you (including terminating or disabling your access to the Meta Products and Meta Company Products) immediately to protect our community or services, or if you create risk or legal exposure for us, violate these Terms of Use or our policies (including our Instagram Community Guidelines), if you repeatedly infringe other people's intellectual property rights or where we are required to do so by law. We can also terminate or change the Service, remove or block content or information shared on our Service, or stop providing all or part of the Service if we determine that doing so is reasonably necessary to avoid or mitigate adverse legal or regulatory impacts on us. In some cases when we remove content, we'll let you know and explain any options you have to request another review, unless you seriously or repeatedly violate these Terms, or if doing so may expose us or others to legal liability; harm our community of users; compromise or interfere with the integrity or operation of any of our services, systems or products; where we are restricted due to technical limitations; or where we are prohibited from doing so for legal reasons. If you believe that your account has been terminated in error, or you want to disable or permanently delete your account, consult our Help Centre. When you request to delete content or your account, the deletion process will automatically begin no more than 30 days after your request. It may take up to 90 days to delete content after the deletion process begins. While the deletion process for such content is being undertaken, the content is no longer visible to other users, but remains subject to these Terms of Use and our Data Policy. After the content is deleted, it may take us up to another 90 days to remove it from backups and disaster recovery systems.
- Content will not be deleted within 90 days of the account deletion or content deletion process beginning in the following situations:
  - where your content has been used by others in accordance with this licence and they have not deleted it (in which case this licence will continue to apply until that content is deleted); or
  - where deletion within 90 days is not possible due to technical limitations of our systems, in which case, we will complete the deletion as soon as technically feasible; or
  - where deletion would restrict our ability to:
    - investigate or identify illegal activity or violations of our terms and policies (for example, to identify or investigate misuse of our products or systems);
    - protect the safety and security of our products, systems and users;
    - comply with a legal obligation, such as the preservation of evidence; or
    - comply with a request of a judicial or administrative authority, law enforcement or a government agency;
  - in which case, the content will be retained for no longer than is necessary for the purposes for which it has been retained (the exact duration will vary on a case-by-case basis).

- If you delete or we disable your account, these Terms shall terminate as an agreement between you and us, but this section and the section below called "Our Agreement and What Happens if We Disagree" will still apply even after your account is terminated, disabled or deleted.

Our agreement and what happens if we disagree

Our agreement.

- Your use of music on the Service is also subject to our Music Guidelines, and your use of our API is subject to our Meta Platform Terms and Developer Policies. If you use certain other features or related services, you will be provided with an opportunity to agree to additional terms that will also become a part of our agreement. For example, if you use payment features, you will be asked to agree to the Community Payment Terms. If any of those terms conflict with this agreement, those other terms will govern.
- If any aspect of this agreement is unenforceable, the rest will remain in effect.
- Any amendment or waiver to our agreement must be in writing and signed by us. If we fail to enforce any aspect of this agreement, it will not be a waiver.
- We reserve all rights not expressly granted to you.

Who has rights under this agreement.

- This agreement does not give rights to any third parties.
- You cannot transfer your rights or obligations under this agreement without our consent.
- Our rights and obligations can be assigned to others. For example, this could occur if our ownership changes (as in a merger, acquisition or sale of assets) or by law.

Who is responsible if something happens.

- We will use reasonable skill and care in providing our Service to you and in keeping a safe, secure and error-free environment, but we cannot guarantee that our Service will always function without disruptions, delays or imperfections. Provided that we have acted with reasonable skill and care, we do not accept responsibility for: losses not caused by our breach of these Terms or otherwise by our acts; losses which are not reasonably foreseeable by you and us at the time of entering into these Terms; any offensive, inappropriate, obscene, unlawful or otherwise objectionable content posted by others that you may encounter on our Service; and events beyond our reasonable control.
- The above does not exclude or limit our liability for death, personal injury or fraudulent misrepresentation caused by our negligence. It also does not exclude or limit our liability for any other things where the law does not permit us to do so.

How we will handle disputes.

If a claim or dispute arises out of or relates to your use of the Service as a consumer, both you and us agree that you may resolve your individual claim or dispute against us, and we may resolve our claim or dispute against you, in any competent court in the country of your main residence that has jurisdiction over your claim or dispute, and the laws of that country will apply without regard to conflict of law provisions.

If a claim or dispute arises between us that relates to use of the Service in any other capacity, including, but not limited to, access or use of the Service for a business or commercial purpose, you agree that any such claim or dispute must be resolved in a competent court in Ireland and that Irish law will apply without regard to conflict of law provisions.

Unsolicited material.

We always appreciate feedback or other suggestions, but may use them without any restrictions or obligation to compensate you for them, and are under no obligation to keep them confidential.

Updating these Terms

We may change our Service and Policies, and we may need to make changes to these Terms so that they accurately reflect our Service and Policies. Unless otherwise required by law, we will notify you (for example, through our Service) at least 30 days before we make changes to these Terms and give you an opportunity to review them before they go into effect. Then, if you continue to use the Service, you will be bound by the updated Terms. If you do not want to agree to these or any updated Terms, you can delete your account here.

Revised: 4 January 2022

Related Articles

Why am I unable to subscribe to a creator?

How do I start a personal fundraiser on Instagram?

How do I record a reel on Instagram?

What is Stripe?

Can I mix my own audio with music or someone else's original audio in my reel on Instagram?

What happens when a deceased person's Instagram account is memorialised?

Privacy Policy

Important Update

In September 2012, we announced that Instagram had been acquired by Facebook. We knew that by teaming up with Facebook, we could build a better Instagram for you. Since then, we've been collaborating with Facebook's team on ways to do just that. As part of our new collaboration, we've learned that by being able to share insights and information with each other, we can build better experiences for our users.

We're updating our Privacy Policy to highlight this new collaboration, but we want to make sure you understand that you still have control over who sees your photos. You still get to choose who can see your Instagram photos, and you still get to choose whether you post your photos on Facebook. So while we're looking forward to working closely with Facebook to build better experiences, we aren't changing the core features of the app that you've come to know and love.

Our new Privacy Policy is effective on January 19, 2013. To learn about how we treat information collected prior to January 19, 2013, please click here.

Privacy Policy

Effective date: January 19, 2013

Welcome to Instagram ("Instagram," "we," "us" or "our"). Instagram provides a fast, beautiful and fun way for you to share media through our content-sharing platform. Just snap a photo, choose a filter to transform the look and feel, add comments (if you like) and share!

- Our Privacy Policy explains how we and some of the companies we work with collect, use, share and protect information in relation to our mobile services, web site, and any software provided on or in connection with Instagram services (collectively, the "**Service**"), and your choices about the collection and use of your information.
- By using our Service you understand and agree that we are providing a platform for you to post content, including photos, comments and other materials ("**User Content**"), to the Service and to share User Content publicly. This means that other Users may search for, see, use, or share any of your User Content that you make publicly available through the Service, consistent with the terms and conditions of this Privacy Policy and our Terms of Use (which can be found at http://instagram.com/about/legal/terms/).
- Our Policy applies to all visitors, users, and others who access the Service ("**Users**").

Click on the links below to jump to each section of this Policy:

1. Information We Collect
2. How We Use Your Information
3. Sharing of Your Information
4. How We Store Your Information
5. Your Choices About Your Information
6. Children's Privacy
7. Other Websites and Services
8. How to Contact Us About a Deceased User
9. How to Contact Us
10. Changes to Our Privacy Policy

1. INFORMATION WE COLLECT

We collect the following types of information.

Information you provide us directly:

- Your username, password and e-mail address when you register for an Instagram account.
- Profile information that you provide for your user profile (e.g., first and last name, picture, phone number). This information allows us to help you or others be "found" on Instagram.
- User Content (e.g., photos, comments, and other materials) that you post to the Service.
- Communications between you and Instagram. For example, we may send you Service-related emails (e.g., account verification, changes/updates to features of the Service, technical and security notices). Note that you may not opt out of Service-related e-mails.

Finding your friends on Instagram:

- If you choose, you can use our "Find friends" feature to locate other people with Instagram accounts either through (i) your contacts list, (ii) third-party social media sites or (iii) through a search of names and usernames on Instagram.
- If you choose to find your friends through (i) your device's contacts list, then Instagram will access your contacts list to determine whether or not someone associated with your contact is using Instagram.
- If you choose to find your friends through a (ii) third-party social media site, then you will be prompted to set up a link to the third-party service and you understand that any information that such service may provide to us will be governed by this Privacy Policy.
- If you choose to find your friends (iii) through a search of names or usernames on Instagram then simply type a name to search and we will perform a search on our Service.

- **Note about "Invite Friends" feature:** If you choose to invite someone to the Service through our "Invite friends" feature, you may select a person directly from the contacts list on your device and send a text or email from your personal account. You understand and agree that you are responsible for any charges that apply to communications sent from your device, and because this invitation is coming directly from your personal account, Instagram does not have access to or control this communication.

Analytics information:

- We use third-party analytics tools to help us measure traffic and usage trends for the Service. These tools collect information sent by your device or our Service, including the web pages you visit, add-ons, and other information that assists us in improving the Service. We collect and use this analytics information with analytics information from other Users so that it cannot reasonably be used to identify any particular individual User.

Cookies and similar technologies:

- When you visit the Service, we may use cookies and similar technologies like pixels, web beacons, and local storage to collect information about how you use Instagram and provide features to you.
- We may ask advertisers or other partners to serve ads or services to your devices, which may use cookies or similar technologies placed by us or the third party.
- More information is available in our About Cookies section

Log file information:

- Log file information is automatically reported by your browser each time you make a request to access (i.e., visit) a web page or app. It can also be provided when the content of the webpage or app is downloaded to your browser or device.
- When you use our Service, our servers automatically record certain log file information, including your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the Service, domain names, landing pages, pages viewed, and other such information. We may also collect similar information from emails sent to our Users which then help us track which emails are opened and which links are clicked by recipients. The information allows for more accurate reporting and improvement of the Service.

Device identifiers:

- When you use a mobile device like a tablet or phone to access our Service, we may access, collect, monitor, store on your device, and/or remotely store one or more "device identifiers." Device identifiers are small data files or similar data structures stored on or associated with your mobile device, which uniquely identify your mobile device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device's operating

system or other software, or data sent to the device by Instagram.

- A device identifier may deliver information to us or to a third party partner about how you browse and use the Service and may help us or others provide reports or personalized content and ads. Some features of the Service may not function properly if use or availability of device identifiers is impaired or disabled.

Metadata:

- Metadata is usually technical data that is associated with User Content. For example, Metadata can describe how, when and by whom a piece of User Content was collected and how that content is formatted.
- Users can add or may have Metadata added to their User Content including a hashtag (e.g., to mark keywords when you post a photo), geotag (e.g., to mark your location to a photo), comments or other data. This makes your User Content more searchable by others and more interactive. If you geotag your photo or tag your photo using other's APIs then, your latitude and longitude will be stored with the photo and searchable (e.g., through a location or map feature) if your photo is made public by you in accordance with your privacy settings.

2. HOW WE USE YOUR INFORMATION

In addition to some of the specific uses of information we describe in this Privacy Policy, we may use information that we receive to:

- help you efficiently access your information after you sign in
- remember information so you will not have to re-enter it during your visit or the next time you visit the Service;
- provide personalized content and information to you and others, which could include online ads or other forms of marketing
- provide, improve, test, and monitor the effectiveness of our Service
- develop and test new products and features
- monitor metrics such as total number of visitors, traffic, and demographic patterns
- diagnose or fix technology problems
- automatically update the Instagram application on your device Instagram or other Users may run contests, special offers or other events or activities ("Events") on the Service. If you do not want to participate in an Event, do not use the particular Metadata (i.e. hashtag or geotag) associated with that Event.

3. SHARING OF YOUR INFORMATION

We will not rent or sell your information to third parties outside Instagram (or the group of companies of which Instagram is a part) without your consent, except as noted in this Policy.

Parties with whom we may share your information:

- We may share User Content and your information (including but not limited to, information from cookies, log files, device identifiers, location data, and usage data) with businesses that are legally part of the same group of companies that Instagram is part of, or that become part of that group ("Affiliates"). Affiliates may use this information to help provide, understand, and improve the Service (including by providing analytics) and Affiliates' own services (including by providing you with better and more relevant experiences). But these Affiliates will honor the choices you make about who can see your photos.
- We also may share your information as well as information from tools like cookies, log files, and device identifiers and location data, with third-party organizations that help us provide the Service to you ("Service Providers"). Our Service Providers will be given access to your information as is reasonably necessary to provide the Service under reasonable confidentiality terms.
- We may also share certain information such as cookie data with third-party advertising partners. This information would allow third-party ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you.
- We may remove parts of data that can identify you and share anonymized data with other parties. We may also combine your information with other information in a way that it is no longer associated with you and share that aggregated information.

Parties with whom you may choose to share your User Content:

- Any information or content that you voluntarily disclose for posting to the Service, such as User Content, becomes available to the public, as controlled by any applicable privacy settings that you set. To change your privacy settings on the Service, please change your profile setting. Once you have shared User Content or made it public, that User Content may be re-shared by others.
- Subject to your profile and privacy settings, any User Content that you make public is searchable by other Users and subject to use under our Instagram API. The use of the Instagram API is subject to the API Terms of Use which incorporates the terms of this Privacy Policy.
- If you remove information that you posted to the Service, copies may remain viewable in cached and archived pages of the Service, or if other Users or third parties using the Instagram API have copied or saved that information.

What happens in the event of a change of control:

- If we sell or otherwise transfer part or the whole of Instagram or our assets to another organization (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, dissolution, liquidation), your information such as name and email address, User Content and any other information collected through the Service may be among the items sold or transferred. You will continue to own your User Content. The buyer or transferee will have to honor the commitments we have made in this Privacy Policy.

Responding to legal requests and preventing harm:

- We may access, preserve and share your information in response to a legal request (like a search warrant, court order or subpoena) if we have a good faith belief that the law requires us to do so. This may include responding to legal requests from jurisdictions outside of the United States where we have a good faith belief that the response is required by law in that jurisdiction, affects users in that jurisdiction, and is consistent with internationally recognized standards. We may also access, preserve and share information when we have a good faith belief it is necessary to: detect, prevent and address fraud and other illegal activity; to protect ourselves, you and others, including as part of investigations; and to prevent death or imminent bodily harm. Information we receive about you may be accessed, processed and retained for an extended period of time when it is the subject of a legal request or obligation, governmental investigation, or investigations concerning possible violations of our terms or policies, or otherwise to prevent harm.

4. HOW WE STORE YOUR INFORMATION

Storage and Processing:

- Your information collected through the Service may be stored and processed in the United States or any other country in which Instagram, its Affiliates or Service Providers maintain facilities.
- Instagram, its Affiliates, or Service Providers may transfer information that we collect about you, including personal information across borders and from your country or jurisdiction to other countries or jurisdictions around the world. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction.
- By registering for and using the Service you consent to the transfer of information to the U.S. or to any other country in which Instagram, its Affiliates or Service Providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.
- We use commercially reasonable safeguards to help keep the information collected through the Service secure and take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. However, Instagram cannot ensure the security of any information you transmit to Instagram or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed.
- Please do your part to help us. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to emails between you and Instagram, at all times. Your privacy settings may also be affected by changes the social media services you connect to Instagram make to their services. We are not responsible for the functionality, privacy, or security measures of any other organization.

5. YOUR CHOICES ABOUT YOUR INFORMATION

Your account information and profile/privacy settings:

- Update your account at any time by logging in and changing your profile settings.
- Unsubscribe from email communications from us by clicking on the "unsubscribe link" provided in such communications. As noted above, you may not opt out of Service-related communications (e.g., account verification, purchase and billing confirmations and reminders, changes/updates to features of the Service, technical and security notices).
- Learn more about reviewing or modifying your account information.

How long we keep your User Content:

- Following termination or deactivation of your account, Instagram, its Affiliates, or its Service Providers may retain information (including your profile information) and User Content for a commercially reasonable time for backup, archival, and/or audit purposes.
- Learn more about deleting your account.

6. CHILDREN'S PRIVACY

Instagram does not knowingly collect or solicit any information from anyone under the age of 13 or knowingly allow such persons to register for the Service. The Service and its content are not directed at children under the age of 13. In the event that we learn that we have collected personal information from a child under age 13 without parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us.

7. OTHER WEB SITES AND SERVICES

We are not responsible for the practices employed by any websites or services linked to or from our Service, including the information or content contained within them. Please remember that when you use a link to go from our Service to another website or service, our Privacy Policy does not apply to those third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link on our website, are subject to that third party's own rules and policies. In addition, you agree that we are not responsible and do not have control over any third-parties that you authorize to access your User Content. If you are using a third-party website or service and you allow them to access your User Content you do so at your own risk.

8. HOW TO CONTACT US ABOUT A DECEASED USER

In the event of the death of an Instagram User, please contact us. We will usually conduct our communication via email; should we require any other information, we will contact you at the email address you have provided in your request.

9. HOW TO CONTACT US

If you have any questions about this Privacy Policy or the Service, please find the appropriate support channel in the Instagram Help Center at which to contact us.

10. CHANGES TO OUR PRIVACY POLICY

Instagram may modify or update this Privacy Policy from time to time, so please review it periodically. We may provide you additional forms of notice of modifications or updates as appropriate under the circumstances. Your continued use of Instagram or the Service after any modification to this Privacy Policy will constitute your acceptance of such modification.

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We're updating our Privacy Policy to highlight this new collaboration, but we want to make sure you understand that you still have control over who sees your photos. You still get to choose who can see your Instagram photos, and you still get to choose whether you post your photos on Facebook. So while we're looking forward to working closely with Facebook to build better experiences, we aren't changing the core features of the app that you've come to know and love.

Our new Privacy Policy is effective on November 1, 2017. To learn about how we treat information collected prior to November 1, 2017, please click here.

Effective date: November 1, 2017

Welcome to Instagram ("Instagram," "we," "us" or "our"). Instagram provides a fast, beautiful and fun way for you to share media through our content-sharing platform. Just snap a photo, choose a filter to transform the look and feel, add comments (if you like) and share!

- Our Privacy Policy explains how we and some of the companies we work with collect, use, share and protect information in relation to our mobile services, web site, and any software provided on or in connection with Instagram services (collectively, the "**Service**"), and your choices about the collection and use of your information.
- By using our Service you understand and agree that we are providing a platform for you to post content, including photos, comments and other materials ("**User Content**"), to the Service and to share User Content publicly. This means that other Users may search for, see, use, or share any of your User Content that you make publicly available through the Service, consistent with the terms and conditions of this Privacy Policy and our Terms of Use (which can be found at http://instagram.com/legal/terms).
- Our Policy applies to all visitors, users, and others who access the Service ("**Users**").

1. INFORMATION WE COLLECT

We collect the following types of information.

Information you provide us directly:

- Your username, password and e-mail address when you register for an Instagram account.
- Profile information that you provide for your user profile (e.g., first and last name, picture, phone number). This information allows us to help you or others be "found" on Instagram.
- User Content (e.g., photos, comments, and other materials) that you post to the Service.
- Communications between you and Instagram. For example, we may send you Service-related emails (e.g., account verification, changes/updates to features of the Service, technical and security notices). Note that you may not opt out of Service-related e-mails.

Finding your friends on Instagram:

- If you choose, you can use our "Find friends" feature to locate other people with Instagram accounts either through (i) your contacts list, (ii) third-party social media sites or (iii) through a search of names and usernames on Instagram.
- If you choose to find your friends through (i) your device's contacts list, then Instagram will access your contacts list to determine whether or not someone associated with your contact is using Instagram.
- If you choose to find your friends through a (ii) third-party social media site, then you will be prompted to set up a link to the third-party service and you understand that any information that such service may provide to us will be governed by this Privacy Policy.
- If you choose to find your friends (iii) through a search of names or usernames on Instagram then simply type a name to search and we will perform a search on our Service.
- **Note about "Invite Friends" feature:** If you choose to invite someone to the Service through our "Invite friends" feature, you may select a person directly from the contacts list on your device and send a text or email from your personal account. You understand and agree that you are responsible for any charges that apply to communications sent from your device, and because this invitation is coming directly from your personal account, Instagram does not have access to or control this communication.

Analytics information:

- We use third-party analytics tools to help us measure traffic and usage trends for the Service. These tools collect information sent by your device or our Service, including the web pages you visit, add-ons, and other information that assists us in improving the Service. We collect and use this analytics information with analytics information from other Users so that it cannot reasonably be used to identify any particular individual User.

Cookies and similar technologies:

- When you visit the Service, we may use cookies and similar technologies like pixels, web beacons, and local storage to collect information about how you use Instagram and provide features to you.
- We may ask advertisers or other partners to serve ads or services to your devices, which may use cookies or similar technologies placed by us or the third party.
- More information is available in our About Cookies section

Log file information:

- Log file information is automatically reported by your browser each time you make a request to access (i.e., visit) a web page or app. It can also be provided when the content of the webpage or app is downloaded to your browser or device.
- When you use our Service, our servers automatically record certain log file information, including your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the Service, domain names, landing pages, pages viewed, and other such information. We may also collect similar information from emails sent to our Users which then help us track which emails are opened and which links are clicked by recipients. The information allows for more accurate reporting and improvement of the Service.

Device identifiers:

- When you use a mobile device like a tablet or phone to access our Service, we may access, collect, monitor, store on your device, and/or remotely store one or more "device identifiers." Device identifiers are small data files or similar data structures stored on or associated with your mobile device, which uniquely identify your mobile device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device's operating system or other software, or data sent to the device by Instagram.
- A device identifier may deliver information to us or to a third party partner about how you browse and use the Service and may help us or others provide reports or personalized content and ads. Some features of the Service may not function properly if use or availability of device identifiers is impaired or disabled.

Metadata:

- Metadata is usually technical data that is associated with User Content. For example, Metadata can describe how, when and by whom a piece of User Content was collected and how that content is formatted.
- Users can add or may have Metadata added to their User Content including a hashtag (e.g., to mark keywords when you post a photo), geotag (e.g., to mark your location to a photo), comments or other data. This makes your User Content more searchable by others and more interactive. If you geotag your photo or tag your photo using other's APIs then, your latitude and longitude will be stored with the photo and searchable (e.g., through a location or map feature) if your photo is made public by you in accordance with your privacy settings.

2. HOW WE USE YOUR INFORMATION

In addition to some of the specific uses of information we describe in this Privacy Policy, we may use information that we receive to:

- help you efficiently access your information after you sign in
- remember information so you will not have to re-enter it during your visit or the next time you visit the Service;
- provide personalized content and information to you and others, which could include online ads or other forms of marketing
- provide, improve, test, and monitor the effectiveness of our Service

- develop and test new products and features
- monitor metrics such as total number of visitors, traffic, and demographic patterns
- diagnose or fix technology problems
- automatically update the Instagram application on your device
- Instagram or other Users may run contests, special offers or other events or activities ("Events") on the Service. If you do not want to participate in an Event, do not use the particular Metadata (i.e. hashtag or geotag) associated with that Event.

3. SHARING OF YOUR INFORMATION

We will not rent or sell your information to third parties outside Instagram (or the group of companies of which Instagram is a part) without your consent, except as noted in this Policy.

Parties with whom we may share your information:

- We may share User Content and your information (including but not limited to, information from cookies, log files, device identifiers, location data, and usage data) with businesses that are legally part of the same group of companies that Instagram is part of, or that become part of that group ("Affiliates"). Affiliates may use this information to help provide, understand, and improve the Service (including by providing analytics) and Affiliates' own services (including by providing you with better and more relevant experiences). But these Affiliates will honor the choices you make about who can see your photos.
- We also may share your information as well as information from tools like cookies, log files, and device identifiers and location data, with third-party organizations that help us provide the Service to you ("Service Providers"). Our Service Providers will be given access to your information as is reasonably necessary to provide the Service under reasonable confidentiality terms.
- We may remove parts of data that can identify you and share anonymized data with other parties. We may also combine your information with other information in a way that it is no longer associated with you and share that aggregated information.

Parties with whom you may choose to share your User Content:

- Any information or content that you voluntarily disclose for posting to the Service, such as User Content, becomes available to the public, as controlled by any applicable privacy settings that you set. To change your privacy settings on the Service, please change your profile setting. Once you have shared User Content or made it public, that User Content may be re-shared by others.
- Subject to your profile and privacy settings, any User Content that you make public is searchable by other Users and subject to use under our Instagram API. The use of the Instagram API is subject to the API Terms of Use which incorporates the terms of this Privacy Policy.
- If you remove information that you posted to the Service, copies may remain viewable in cached and archived pages of the Service, or if other Users or third parties using the Instagram API have copied or saved that information.

What happens in the event of a change of control:

- If we sell or otherwise transfer part or the whole of Instagram or our assets to another organization (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, dissolution, liquidation), your information such as name and email address, User Content and any other information collected through the Service may be among the items sold or transferred. You will continue to own your User Content. The buyer or transferee will have to honor the commitments we have made in this Privacy Policy.

Responding to legal requests and preventing harm:

- We may access, preserve and share your information in response to a legal request (like a search warrant, court order or subpoena) if we have a good faith belief that the law requires us to do so. This may include responding to legal requests from jurisdictions outside of the United States where we have a good faith belief that the response is required by law in that jurisdiction, affects users in that jurisdiction, and is consistent with internationally recognized standards. We may also access, preserve and share information when we have a good faith belief it is necessary to: detect, prevent and address fraud and other illegal activity; to protect ourselves, you and others, including as part of investigations; and to prevent death or imminent bodily harm. Information we receive about you may be accessed, processed and retained for an extended period of time when it is the subject of a legal request or obligation, governmental investigation, or investigations concerning possible violations of our terms or policies, or otherwise to prevent harm.

4. HOW WE STORE YOUR INFORMATION

Storage and Processing:

- Your information collected through the Service may be stored and processed in the United States or any other country in which Instagram, its Affiliates or Service Providers maintain facilities.
- Instagram, its Affiliates, or Service Providers may transfer information that we collect about you, including personal information across borders and from your country or jurisdiction to other countries or jurisdictions around the world. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction.
- By registering for and using the Service you consent to the transfer of information to the U.S. or to any other country in which Instagram, its Affiliates or Service Providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.
- We use commercially reasonable safeguards to help keep the information collected through the Service secure and take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. However, Instagram cannot ensure the security of any information you transmit to Instagram or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed.
- Please do your part to help us. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to emails between you and Instagram, at all times. Your privacy settings may also be affected by changes the social media services you connect to Instagram make to their services. We are not responsible for the functionality, privacy, or security measures of any other organization.

5. YOUR CHOICES ABOUT YOUR INFORMATION

Your account information and profile/privacy settings:

- Update your account at any time by logging in and changing your profile settings.
- Unsubscribe from email communications from us by clicking on the "unsubscribe link" provided in such communications. As noted above, you may not opt out of Service-related communications (e.g., account verification, purchase and billing confirmations and reminders, changes/updates to features of the Service, technical and security notices).
- Learn more about reviewing or modifying your account information.

How long we keep your User Content:

- Following termination or deactivation of your account, Instagram, its Affiliates, or its Service Providers may retain information (including your profile information) and User Content for a commercially reasonable time for backup, archival, and/or audit purposes.
- Learn more about deleting your account.

6. CHILDREN'S PRIVACY

Instagram does not knowingly collect or solicit any information from anyone under the age of 13 or knowingly allow such persons to register for the Service. The Service and its content are not directed at children under the age of 13. In the event that we learn that we have collected personal information from a child under age 13 without parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us.

7. OTHER WEB SITES AND SERVICES

We are not responsible for the practices employed by any websites or services linked to or from our Service, including the information or content contained within them. Please remember that when you use a link to go from our Service to another website or service, our Privacy Policy does not apply to those third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link on our website, are subject to that third party's own rules and policies. In addition, you agree that we are not responsible and do not have control over any third-parties that you authorize to access your User Content. If you are using a third-party website or service and you allow them to access your User Content you do so at your own risk.

8. HOW TO CONTACT US ABOUT A DECEASED USER

In the event of the death of an Instagram User, please contact us. We will usually conduct our communication via email; should we require any other information, we will contact you at the email address you have provided in your request.

9. HOW TO CONTACT US

If you have any questions about this Privacy Policy or the Service, please find the appropriate support channel in the Help Center at which to contact us.

10. CHANGES TO OUR PRIVACY POLICY

It may be necessary for Instagram to modify or update this Privacy Policy from time to time, for example to reflect updates to the Service or where required by law. We will notify you before we make changes to this Privacy Policy and give you the opportunity to review the revised Privacy Policy before continuing to use the Service. Your continued use of Instagram or the Service after any modification to this Privacy Policy will constitute your acceptance of such modification.

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Instagram Data Policy

Facebook Ireland Limited has changed its name to Meta Platforms Ireland Limited. We've updated our Terms of Service, Data Policy and Cookies Policy to reflect the new name on 4 January 2022. While our company name has changed, we are continuing to offer the same products, including the Facebook app from Meta. Our Data Policy and Terms of Service remain in effect, and this name change does not affect how we use or share data. Learn more about Meta and our vision for the metaverse.

Data Policy

This policy describes the information that we process to support Facebook, Instagram, Messenger and other products and features offered by Meta Platforms Ireland Limited (Meta Products or Products). You can find additional tools and information in the Facebook settings and Instagram settings.

I. What kinds of information do we collect?

To provide the Meta Products, we must process information about you. The type of information that we collect depends on how you use our Products. You can learn how to access and delete information that we collect by visiting the Facebook settings and Instagram settings.

Things that you and others do and provide.

- **Information and content you provide.** We collect the content, communications and other information you provide when you use our Products, including when you sign up for an account, create or share content and message or communicate with others. This can include information in or about the content that you provide (e.g. metadata), such as the location of a photo or the date a file was created. It can also include what you see through features that we provide, such as our camera, so we can do things such as suggest masks and filters that you might like, or give you tips on using portrait mode. Our systems automatically process content and communications that you and others provide to analyse context and what's in them for the purposes described below. Learn more about how you can control who can see the things you share.
    - Data with special protections: You can choose to provide information in your Facebook profile fields or life events about your religious views, political views, who you are "interested in" or your health. This and other information (such as racial or ethnic origin, philosophical beliefs or trade union membership) is subject to special protections under EU law.
- **Networks and connections.** We collect information about the people, accounts, hashtags, Facebook groups and Pages that you are connected to and how you interact with them across our Products, such as people you communicate with the most or groups that you are part of. We also collect contact information if you choose to upload, sync or import it from a device (such as an address book or call log or SMS log history), which we use for things such as helping you and others find people you may know and for the other purposes listed below.
- **Your usage.** We collect information about how you use our Products, such as the types of content that you view or engage with, the features you use, the actions you take, the people or accounts you interact with and the time, frequency and duration of your activities. For example, we log when you're using and have last used our Products, and what posts, videos and other content you view on our Products. We also collect information about how you use features such as our camera.

- **Information about transactions made on our Products.** If you use our Products for purchases or other financial transactions (such as when you make a purchase in a game or make a donation), we collect information about the purchase or transaction. This includes payment information, such as your credit or debit card number and other card information, other account and authentication information, and billing, delivery and contact details.

- **Things others do and information they provide about you.** We also receive and analyse content, communications and information that other people provide when they use our Products. This can include information about you, such as when others share or comment on a photo of you, send a message to you or upload, sync or import your contact information.

Device information.

As described below, we collect information from and about the computers, phones, connected TVs and other web-connected devices you use that integrate with our Products, and we combine this information across different devices you use. For example, we use information collected about your use of our Products on your phone to better personalise the content (including ads) or features that you see when you use our Products on another device, such as your laptop or tablet, or to measure whether you took an action in response to an ad that we showed you on your phone on a different device.

Information we obtain from these devices includes:

- **Device attributes:** information such as the operating system, hardware and software versions, battery level, signal strength, available storage space, browser type, app and file names and types, and plugins.

- **Device operations:** information about operations and behaviours performed on the device, such as whether a window is in the foreground or background, or mouse movements (which can help distinguish humans from bots).

- **Identifiers:** unique identifiers, device IDs and other identifiers, such as from games, apps or accounts that you use, and Family Device IDs (or other identifiers unique to Meta Company Products associated with the same device or account).

- **Device signals:** Bluetooth signals, information about nearby Wi-Fi access points, beacons and mobile phone masts.

- **Data from device settings:** information you allow us to receive through device settings that you turn on, such as access to your GPS location, camera or photos.

- **Network and connections:** information such as the name of your mobile operator or ISP, language, time zone, mobile phone number, IP address, connection speed and, in some cases, information about other devices that are nearby or on your network, so we can do things such as help you stream a video from your phone to your TV.

- **Cookie data:** data from cookies stored on your device, including cookie IDs and settings. Learn more about how we use cookies in the Facebook Cookies Policy and Instagram Cookies Policy.

Information from partners.

Advertisers, app developers and publishers can send us information through Meta Business Tools that they use, including our social plug-ins (such as the Like button), Facebook Login, our APIs and SDKs or the Meta pixel. These partners provide information about your activities off of our Products – including information about your device, websites you visit, purchases you make, the ads you see and how you use their services – whether or not you have an account or are logged in to our Products. For example, a game developer could use our API to tell us what games you play, or a business could tell us about a purchase you made in its shop. We also receive information about your online and offline actions and purchases from third-party data providers who have the rights to provide us with your information.

Partners receive your data when you visit or use their services, or through third parties that they work with. We require each of these partners to have lawful rights to collect, use and share your data before providing us with any data. Learn more about the types of partners we receive data from.

To learn more about how we use cookies in connection with Meta Business Tools, review the Facebook Cookies Policy and Instagram Cookies Policy.

II. How do we use this information?

We use the information that we have (subject to choices you make) as described below and to provide and support the Meta Products and related services described in the Meta Terms and Instagram Terms. Here's how:

Provide, personalise and improve our Products.

We use the information that we have to deliver our Products, including to personalise features and content (including your ads, Facebook News Feed, Instagram feed and Instagram Stories) and make suggestions for you (such as groups or events that you may be interested in or topics that you may want to follow) on and off our Products. To create personalised Products that are unique and relevant to you, we use your connections, preferences, interests and activities based on the data that we collect and learn from you and others (including any data with special protections that you choose to provide where you have given your explicit consent); how you use and interact with our Products; and the people, places or things that you're connected to and interested in on and off our Products. Learn more about how we use information about you to personalise your Facebook and Instagram experience, including features, content and recommendations in Meta Products; you can also learn more about how we choose the ads that you see.

- **Information across Meta Products and devices:** We connect information about your activities on different Meta Products and devices to provide a more tailored and consistent experience on all Meta Products that you use, wherever you use them. For example, we can suggest that you join a group on Facebook that includes people you follow on Instagram or communicate with using Messenger. We can also make your experience more seamless, for example, by automatically filling in your registration information (such as your phone number) from one Meta Product when you sign up for an account on a different Product.

- **Location-related information:** We use location-related information – such as your current location, where you live, the places you like to go, and the businesses and people you're near – to provide, personalise and improve our Products, including ads, for you and others. Location-related information can be based on things such as precise device location (if you've allowed us to collect it), IP addresses and information from your and others' use of Meta Products (such as check-ins or events that you attend).
- **Product research and development:** We use the information we have to develop, test and improve our Products, including by conducting surveys and research, and testing and troubleshooting new products and features.
- **Ads and other sponsored content:** We use the information we have about you – including information about your interests, actions and connections – to select and personalise ads, offers and other sponsored content that we show you. Learn more about how we select and personalise ads, and your choices over the data we use to select ads and other sponsored content for you in the Facebook Settings and Instagram Settings.

Providing measurement, analytics and other business services.

We use the information we have (including your activity off our Products, such as the websites you visit and ads you see) to help advertisers and other partners measure the effectiveness and distribution of their ads and services, and understand the types of people who use their services and how people interact with their websites, apps and services. Learn how we share information with these partners.

Promoting safety, integrity and security.

We use the information that we have to verify accounts and activity, combat harmful conduct, detect and prevent spam and other bad experiences, maintain the integrity of our Products, and promote safety and security on and off of Meta Products. For example, we use data that we have to investigate suspicious activity or violations of our Terms or Policies, or to detect when someone needs help. To learn more, visit the Facebook Security Help Centre and Instagram Security Tips.

Communicate with you.

We use the information that we have to send you marketing communications, communicate with you about our Products and let you know about our Policies and Terms. We also use your information to respond to you when you contact us.

Researching and innovating for social good.

We use the information we have (including from research partners we collaborate with) to conduct and support research and innovation on topics of general social welfare, technological advancement, public interest, health and well-being. For example, we analyse information we have about migration patterns during crises to aid relief efforts. Learn more about our research programmes.

III. How is this information shared?

Your information is shared with others in the following ways:

Sharing on Meta Products

People and accounts that you share and communicate with

When you share and communicate using our Products, you choose the audience for what you share. For example, when you post on Facebook, you select the audience for the post, such as a group, all of your friends, the public or a customised list of people. Similarly, when you use Messenger or Instagram to communicate with people or businesses, those people and businesses can see the content you send. Your network can also see actions that you have taken on our Products, including engagement with ads and sponsored content. We also let other accounts see who has viewed their Facebook or Instagram Stories.

Public information can be seen by anyone, on or off our Products, including if they don't have an account. This includes your Instagram username, any information you share with a public audience, information in your public profile on Facebook, and content you share on a Facebook Page, public Instagram account or any other public forum, such as Facebook Marketplace. You, other people using Facebook and Instagram and we can provide access to or send public information to anyone on or off our Products, including in other Meta Company Products, in search results or through tools and APIs. Public information can also be seen, accessed, reshared or downloaded through third-party services such as search engines, APIs and offline media such as TV, and by apps, websites and other services that integrate with our Products.

Learn more about what information is public and how to control your visibility on Facebook and Instagram.

Content that others share or reshare about you.

You should consider who you choose to share with, because people who can see your activity on our Products can choose to share it with others on and off our Products, including people and businesses outside the audience that you shared with. For example, when you share a post or send a message to specific friends or accounts, they can download, screenshot or reshare that content to others across or off our Products, in person or in virtual reality experiences such as Facebook Spaces. Also, when you comment on someone else's post or react to their content, your comment or reaction is visible to anyone who can see the other person's content, and that person can change the audience later.

People can also use our Products to create and share content about you with the audience they choose. For example, people can share a photo of you in a story, mention or tag you at a location in a post, or share information about you in their posts or messages. If you are uncomfortable with what others have shared about you on our Products, you can learn how to report the content.

Information about your active status or presence on our Products.

People in your networks can see signals telling them whether you are active on our Products, including whether you are currently active on Instagram, Messenger or Facebook, or when you last used our Products.

Apps, websites and third-party integrations on or using our Products.

When you choose to use third-party apps, websites or other services that use, or are integrated with, our Products, they can receive information about what you post or share. For example, when you play a game with your Facebook friends or use a Facebook Comment or Share button on a

you play a game with your Facebook friends or use a Facebook Comment or Share button on a website, the game developer or website can receive information about your activities in the game or receive a comment or link that you share from the website on Facebook. Also, when you download or use such third-party services, they can access your public profile on Facebook, and any information that you share with them. Apps and websites that you use may receive your list of Facebook friends if you choose to share it with them. But apps and websites that you use will not be able to receive any other information about your Facebook friends from you, or information about any of your Instagram followers (although your friends and followers may, of course, choose to share this information themselves). Information collected by these third-party services is subject to their own terms and policies, not this one.

Devices and operating systems providing native versions of Facebook and Instagram (i.e. where we have not developed our own first-party apps) will have access to all information you choose to share with them, including information your friends share with you, so they can provide our core functionality to you.

Note: We are in the process of restricting developers' data access even further to help prevent abuse. For example, we will remove developers' access to your Facebook and Instagram data if you haven't used their app in three months, and we are changing login, so that in the next version, we will reduce the data that an app can request without app review to include only name, Instagram username and bio, profile photo and email address. Requesting any other data will require our approval.

New owner.

If the ownership or control of all or part of our Products or their assets changes, we may transfer your information to the new owner.

Sharing with third-party partners

We work with third-party partners who help us provide and improve our Products or who use Meta Business Tools to grow their businesses, which makes it possible to operate our companies and provide free services to people around the world. We don't sell any of your information to anyone and we never will. We also impose strict restrictions on how our partners can use and disclose the data we provide. Here are the types of third parties that we share information with:

Partners who use our analytics services.

We provide aggregated statistics and insights that help people and businesses understand how people are engaging with their posts, listings, Facebook Pages, videos and other content on and off the Meta Products. For example, Facebook Page admins and Instagram business profiles receive information about the number of people or accounts who viewed, reacted to or commented on their posts, as well as aggregate demographic and other information that helps them understand interactions with their account or Facebook Page.

Advertisers.

We provide advertisers with reports about the kinds of people seeing their ads and how their ads are performing, but we don't share information that personally identifies you (information such as your name or email address that by itself can be used to contact you or identifies who you are) unless you give us permission. For example, we provide general demographic and interest information for advertisers (for example, that an ad was seen by a woman between the ages of 25 and 34 who lives in Madrid and likes software engineering) to help them better understand their audience. We also confirm which ads led you to make a purchase or take an action with an advertiser.

Measurement partners.

We share information about you with companies that aggregate it to provide analytics and measurement reports to our partners.

Partners offering goods and services in our Products.

When you subscribe to receive premium content, or buy something from a seller in our Products, the content creator or seller can receive your public information and other information that you share with them, as well as the information needed to complete the transaction, including shipping and contact details.

Vendors and service providers.

We provide information and content to vendors and service providers who support our business, such as by providing technical infrastructure services, analysing how our Products are used, providing customer service, facilitating payments or conducting surveys.

Researchers and academics.

We also provide information and content to research partners and academics to conduct research that advances scholarship and innovation that supports our business or mission and enhances discovery and innovation on topics of general social welfare, technological advancement, public interest, health and well-being.

Law enforcement or legal requests.

We share information with law enforcement or in response to legal requests in the circumstances outlined below.

Learn more about how you can control the information about you that you or others share with third-party partners in the Facebook settings and Instagram settings.

IV. How do the Meta Companies work together?

Facebook and Instagram share infrastructure, systems and technology with other Meta Companies (which include WhatsApp and Oculus) to provide an innovative, relevant, consistent and safe experience across all Meta Company Products that you use. We also process information about you across the Meta Companies for these purposes, as permitted by applicable law and in accordance with their terms and policies. For example, we process information from WhatsApp about accounts sending spam on its service so we can take appropriate action against those accounts on Facebook, Instagram or Messenger. We also work to understand how people use and interact with Meta Company Products, such as understanding the number of unique users on different Meta Company Products.

V. What is our legal basis for processing data?

We collect, use and share the data that we have in the ways described above:

- as necessary to fulfil our Meta Terms of Service or Instagram Terms of Use;
- consistent with your consent, which you may revoke at any time through the Facebook settings and Instagram settings;
- as necessary to comply with our legal obligations

- to protect your vital interests, or those of others
- as necessary in the public interest and
- as necessary for our (or others') legitimate interests, including our interests in providing an innovative, personalised, safe and profitable service to our users and partners, unless those interests are overridden by your interests or fundamental rights and freedoms that require protection of personal data.

Learn more about these legal bases and how they relate to the ways in which we process data.

VI. How can you exercise your rights provided under the GDPR?

Under the General Data Protection Regulation, you have the right to access, rectify, port and erase your data. Learn more about these rights and find out how you can exercise your rights in the Facebook settings and Instagram settings. You also have the right to object to and restrict certain processing of your data. This includes:

- the right to object to our processing of your data for direct marketing, which you can exercise by using the "unsubscribe" link in such marketing communications, and
- the right to object to our processing of your data where we are performing a task in the public interest or pursuing our legitimate interests or those of a third party. You can exercise this right on Facebook and on Instagram.

VII. Data retention, account deactivation and deletion

We store data until it is no longer necessary to provide our services and Meta Products, or until your account is deleted – whichever comes first. This is a case-by-case determination that depends on things such as the nature of the data, why it is collected and processed, and relevant legal or operational retention needs. For example, when you search for something on Facebook, you can access and delete that query from within your search history at any time, but the log of that search is deleted after six months. If you submit a copy of your government-issued ID for account verification purposes, we delete that copy 30 days after review, unless otherwise stated. Learn more about deletion of content that you have shared and cookie data obtained through social plugins.

When you delete your account, we delete things that you have posted, such as your photos and status updates, and you won't be able to recover this information later. Information that others have shared about you isn't part of your account and won't be deleted. If you don't want to delete your account but want to temporarily stop using the Products, you can deactivate your account instead. To delete your account at any time, please visit the Facebook settings and Instagram settings.

VIII. How do we respond to legal requests or prevent harm?

We access, preserve and share your information with regulators, law enforcement or others:

- In response to a legal request, if we have a good-faith belief that the law requires us to do so. We can also respond to legal requests when we have a good-faith belief that the response is required by law in that jurisdiction, affects users in that jurisdiction and is consistent with internationally recognised standards.

- When we have a good-faith belief that it is necessary to: detect, prevent and address fraud, unauthorised use of the Products, breaches of our Terms or Policies, or other harmful or illegal activity; to protect ourselves (including our rights, property or Products), you or others, including as part of investigations or regulatory enquiries; or to prevent death or imminent bodily harm. For example, if relevant, we provide information to and receive information from third-party partners about the reliability of your account to prevent fraud, abuse and other harmful activity on and off our Products.

Information that we receive about you (including financial transaction data related to purchases made on our Products) can be accessed and preserved for an extended period when it is the subject of a legal request or obligation, governmental investigation or investigations of possible violations of our terms or policies, or otherwise to prevent harm. We also retain information from accounts disabled for term breaches for at least a year to prevent repeat abuse or other term breaches.

IX. How do we operate and transfer data as part of our global services?

We share information globally, both internally within the Meta Companies and externally with our partners and with those you connect and share with around the world in accordance with this policy. Information controlled by Meta Platforms Ireland Limited will be transferred or transmitted to, or stored and processed in, the United States or other countries outside of where you live for the purposes as described in this policy. These data transfers are necessary to provide the services set forth in the Meta Terms and Instagram Terms and to globally operate and provide our Products to you. We utilise standard contractual clauses approved by the European Commission and rely on the European Commission's adequacy decisions about certain countries, as applicable, for data transfers from the EEA to the United States and other countries.

X. How will we notify you of changes to this Policy?

We'll notify you before we make changes to this Policy and give you the opportunity to review the revised Policy before you choose to continue using our Products.

XI. How to contact us with questions

You can learn more about how privacy works on Facebook and on Instagram. If you have questions about this policy, you can contact us as described below.

The data controller responsible for your information is Meta Platforms Ireland Limited, which you can contact onlineor by writing to:

Meta Platforms Ireland Ltd.
4 Grand Canal Square
Grand Canal Harbour
Dublin 2 Ireland

Contact the Data Protection Officer for Meta Platforms Ireland Ltd.

You also have the right to lodge a complaint with Meta Platforms Ireland Limited's lead supervisory authority, the Irish Data Protection Commission, or your local supervisory authority.

Changes We're Making to Do More to Support and Protect the Most Vulnerable People who Use Instagram

By Adam Mosseri

February 07, 2019

At Instagram, nothing is more important to us than the safety of the people in our community. Over the past month we have seen that we are not where we need to be on self-harm and suicide, and that we need to do more to keep the most vulnerable people who use Instagram safe.

That's why today, following a comprehensive review with global experts and academics on youth, mental health and suicide prevention, we're announcing further changes to our approach on self-harm content:

What's changing

1. We will not allow any graphic images of self-harm, such as cutting on Instagram – even if it would previously have been allowed as admission. We have never allowed posts that promote or encourage suicide or self harm, and will continue to remove it when reported.

META3047MDL_RVOL001 META3047MDL-001-00000080
METANMAG-002-00000080

2. We will not show non-graphic, self-harm related content – such as healed scars – in search, hashtags and the explore tab, and we won't be recommending it. We are not removing this type of content from Instagram entirely, as we don't want want to stigmatize or isolate people who may be in distress and posting self-harm related content as a cry for help.

3. We want to support people in their time of need – so we are also focused on getting more resources to people posting and searching for self-harm related content and directing them to organizations that can help.

4. We're continuing to consult with experts to find out what more we can do, this may include blurring any non-graphic self-harm related content with a sensitivity screen, so that images are not immediately visible.

Finding the right balance

Self-harm and suicide are complex issues and we rely on the input of experts in these fields to help shape our approach. Up until now, we've focused most of our approach on trying to help the individual who is sharing their experiences around self-harm. We have allowed content that shows contemplation or admission of self-harm because experts have told us it can help people get the support they need. But we need to do more to consider the effect of these images on other people who might see them. This is a difficult but important balance to get right.

During the comprehensive reviews, the experts, including the Centre for Mental Health and Save.org reaffirmed that creating safe spaces for young people to talk about their experiences – including self-harm – online, is essential. They advised that sharing this type of content often helps people connect with support and resources that can save lives.

However, collectively it was advised that graphic images of self-harm – even when it is someone admitting their struggles – has the potential to unintentionally promote self-harm. Which is why we are no longer allowing graphic images of self-harm.

It will take time and we have a responsibility to get this right

Our aim is to have no graphic self-harm or graphic suicide related content on Instagram and to significantly reduce – with the goal of removing – all self-harm and suicide imagery from hashtags, search, the explore tab or as recommended content, while still ensuring we support those using Instagram to connect with communities of support.

We need to create a safe and supportive community for everyone – but this not as simple as just switching off a button. We will not be able to remove these images immediately and we must make sure that people posting self-harm related content do not lose their ability to express themselves and connect with help in their time of need. We will get better and we are committed to finding and removing this content at scale.

We know there's more that we can do to support the most vulnerable people who use Instagram; that's why we'll continue to work with experts and the wider industry to find ways to support people when they're most in need. You can find out more about our consultation with experts here: about.fb.com/news/2019/02/protecting-people-from-self-harm

- Adam Mosseri, Head of Instagram

RELATED ARTICLES

Check out more announcements about Instagram

#INSTAGRAM #ANNOUNCEMENTS

Raising the Standard for Protecting Teens and

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METANMAG-002-00000082

Report

Not interested

Copy link

Share to...

Cancel

Report

Why are you reporting this post?

Your report is anonymous, except if you're reporting an intellectual property infringement. If someone is in immediate danger, call the local emergency services – don't wait.

It's spam

Nudity or sexual activity

I just don't like it

Hate speech or symbols

False information

Bullying or harassment

Violence or dangerous organisations

Scam or fraud

Intellectual property violation

Sale of illegal or regulated goods

Report

Why are you reporting this post?

Your report is anonymous, except if you're reporting an intellectual property infringement. If someone is in immediate danger, call the local emergency services – don't wait.

Hate speech or symbols

False information

Bullying or harassment

Violence or dangerous organisations

Scam or fraud

Intellectual property violation

Sale of illegal or regulated goods

Suicide or self-injury

Eating disorders

Something else

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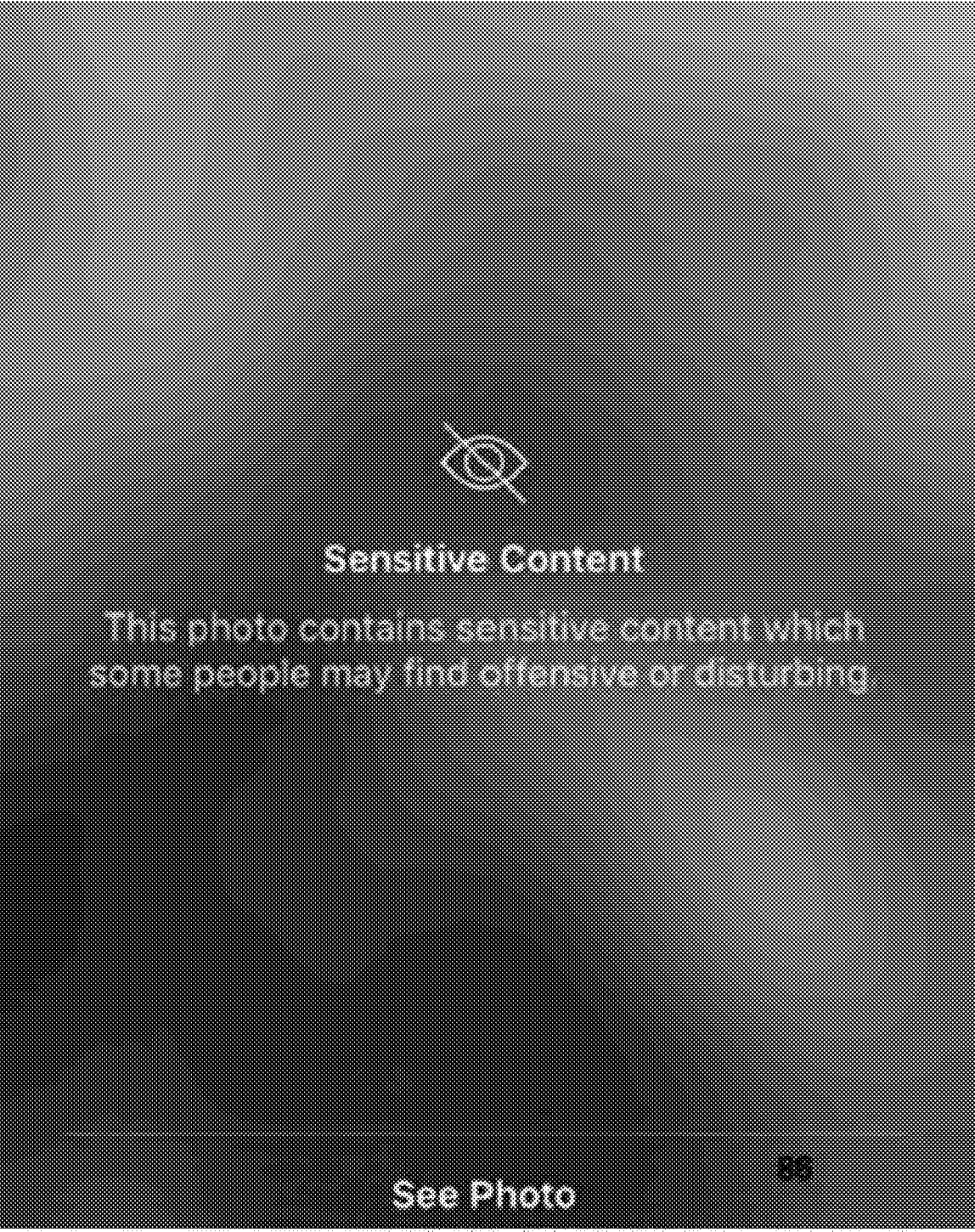
METANMAG-002-00000085



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Can we help?

Only you can see this.

[redacted], can we help?

If you're going through a difficult time and want support, we'd like to help.

Talk to a friend
Message or call someone you trust.

Contact a helpline
They can listen and help you work through this.

Support yourself in a crisis
Read suggestions that others have found helpful.

Get more emotional health resources
See tips and resources for coping with difficult situations.

Why am I seeing this?

META3047MDL_RVOL001META3047MDL-001-00000087
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Talk privately with a friend who you can trust

Friend's Name

Your Message

Hi, I'm going through a difficult time and was hoping to talk to you about it. If that's OK with you, please message me back.

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METANMAG-002-00000088

Contact a helpline

They can listen and help you work through this.

Suicide and Self-Harm Support

Call a trained helper at CALM
Call them at 0800 585858
5:00 PM - 12:00 AM

Call a trained helper at Samaritans
Call them at 116123

Call a trained helper at PAPYRUS Prevention of Young Suicide HOPELineUK
Call them at 0800 068 4141
For youth
Monday - Friday 10:00 AM - 1:00 PM, Saturday, Sunday and Bank Holidays
3:00 PM - 10:00 PM

Find support services at CALM
Visit their site to get help
See more

Find support services at Shout Text Messaging Support Service
Visit their site to get help
See more

Text a trained helper at Shout Text Messaging Support Service
Text them at 85258
24/7

Text a trained helper at PAPYRUS Prevention of Young Suicide HOPELineUK
Text them at 07786 209697
For youth

META3047MDL_RVOL001 META3047MDL-001-00000089
METANMAG-002-00000089

Text a trained helper at PAPYRUS Prevention of Young Suicide HOPELineUK
Text them at 07786 209697
For youth

Send an email to a trained helper at Samaritans
Send an email to them at jo@samaritans.org
Email

Send an email to a trained helper at PAPYRUS Prevention of Young Suicide HOPELineUK
Send an email to them at pat@papyrus-uk.org
Email
For youth

Eating and Body Image Support

Call a trained helper at Beat Eating Disorders
Call them at 0845 634 1414

Call a trained helper at Beat Eating Disorders (Youth Line)
Call them at 0845 634 7650

Find support services at Beat Eating Disorders
Visit their site to get help
See more

Send an email to a trained helper at Beat Eating Disorders
Send an email to them at hein@b-eat.co.uk
Email

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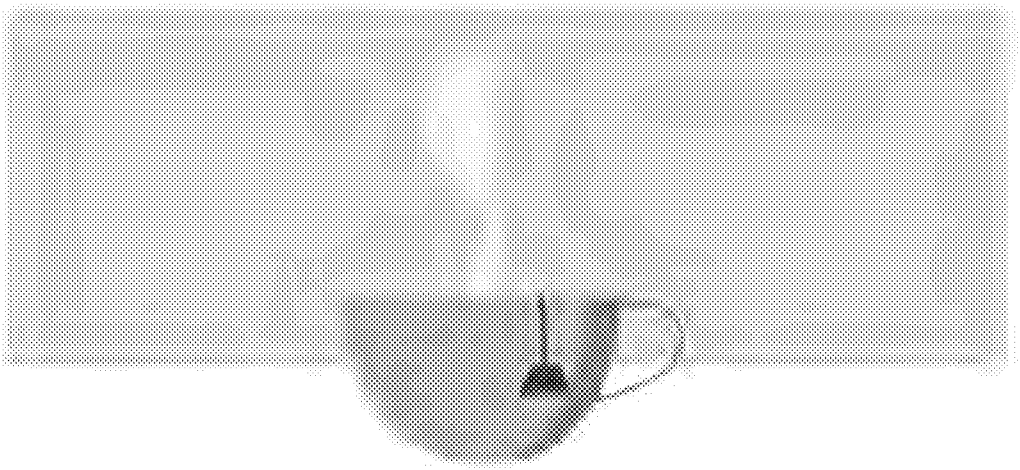
Things that others have found helpful

These are simple steps that other people have found helpful during difficult times. They're small actions, but each one can help you take care of yourself.



Slow down in a crisis

It can be difficult to think clearly when you're really upset. These steps can help you get through a crisis.

- Do not make any important decisions for 24 hours.
- Contact someone who can distract you. Say "Can you distract me for a while?"
- Breathe in for three seconds, then out for five seconds. Repeat.

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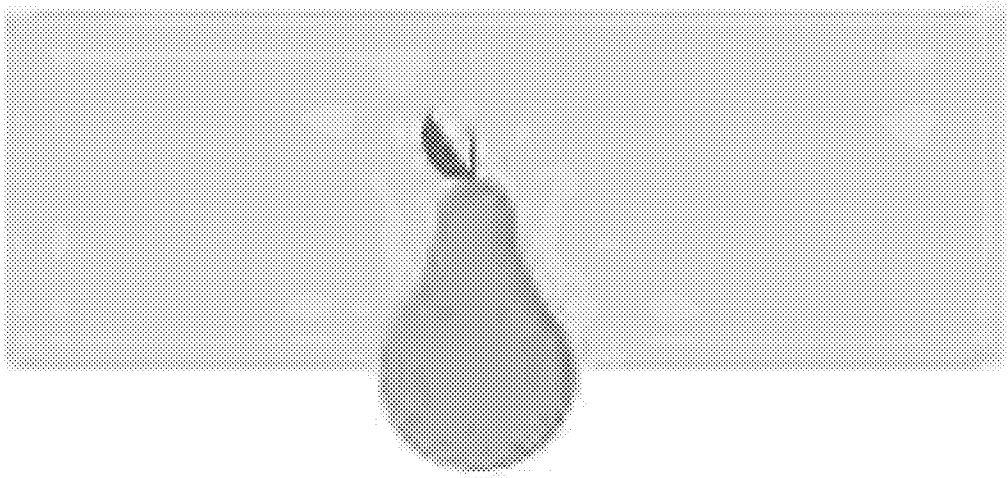
METANMAG-002-00000091

Change your surroundings

It can be hard to move when you're feeling bad, but changing your location can help change how you're feeling. Try it for ten minutes and see how you feel.

- Go for a walk outside if you can.
- Let in some fresh air by opening a window or door.
- Try sitting in a different room, on a doorstep or even just facing a different direction.



Take care of yourself

When people are upset, they often don't realise what their body needs. Taking care of your physical needs tells your mind that you're important.

- Drink a big glass of water.
- Eat a nutritious snack or meal.
- Do something that helps you relax, such as having a shower or

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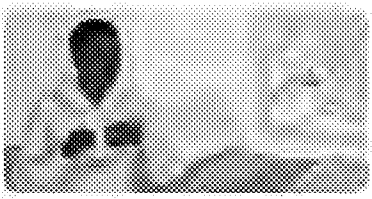
Do something that helps you relax, such as having a shower or getting some rest.

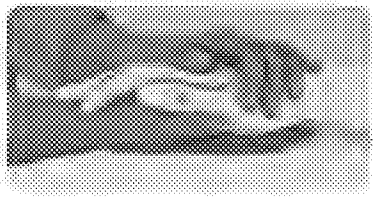
More emotional health support

See tips and resources from experts for coping with difficult situations.



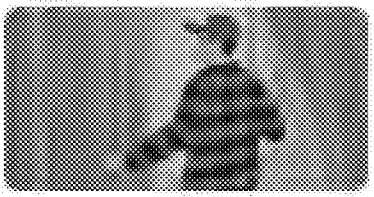
Taking care of your emotional health

Tips by



Navigating grief and loss

Tips by



Depression: What you should know

Tips by

See more tips

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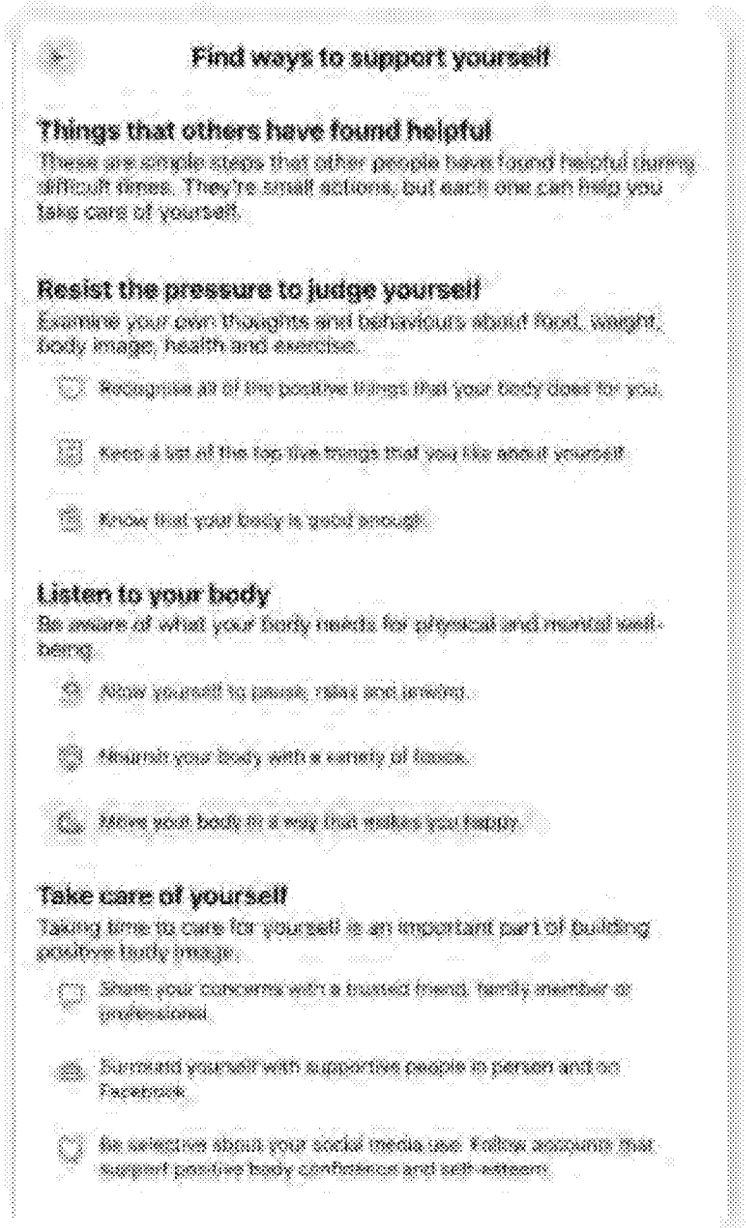
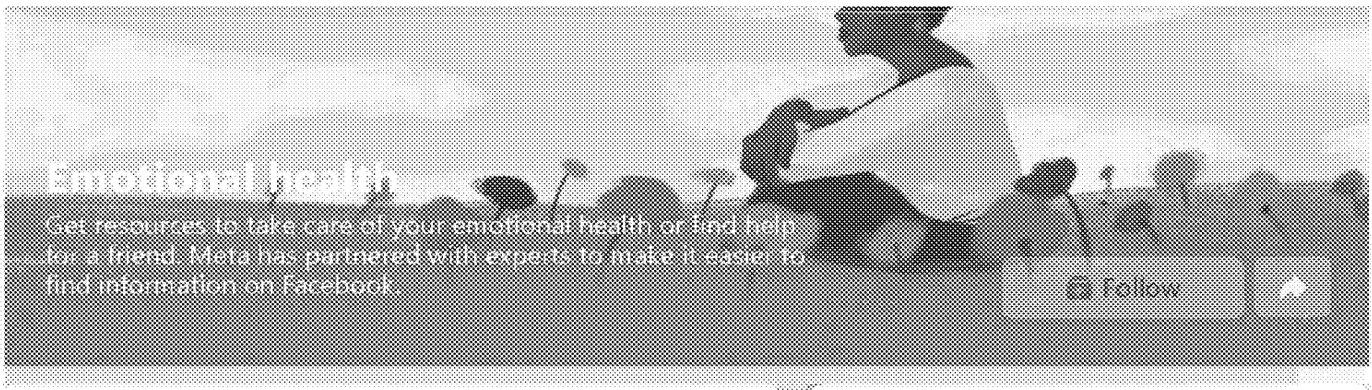
Support Yourself ED Tips Screen





Emotional health

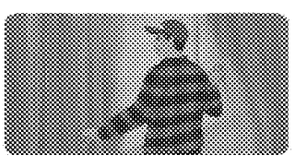
Get resources to take care of your emotional health or find help for a friend. Meta has partnered with experts to make it easier to find information on Facebook.

Follow

Explore tips

See ideas from experts on positive steps you can take to support your emotional health.

Stress and anxiety | Healthy habits | COVID-19 | Emotional crisis | Depression | Grief and loss

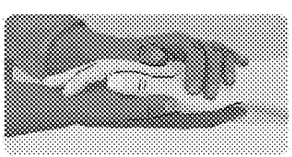


Depression: What you should know

Tips by

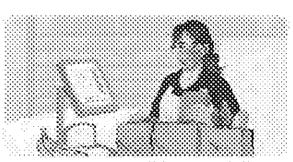
Managing stress

Tips by



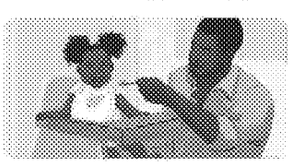
Navigating grief and loss

Tips by



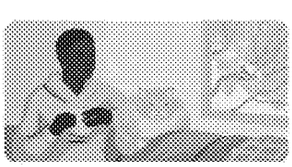
Doing essential work

Tips by



Stress tips for parents

Tips by



Taking care of your emotional health

Tips by

Show all

Talk to someone who can help

If you or someone you know wants emotional support, there are people you can talk to. Send a message to a friend or talk to someone trained to help.

Learn more

Connect with organizations

World Health Organization ...
Nonprofit organization

Follow

Featured posts

UNICEF
January 15 at 5:01 AM ·

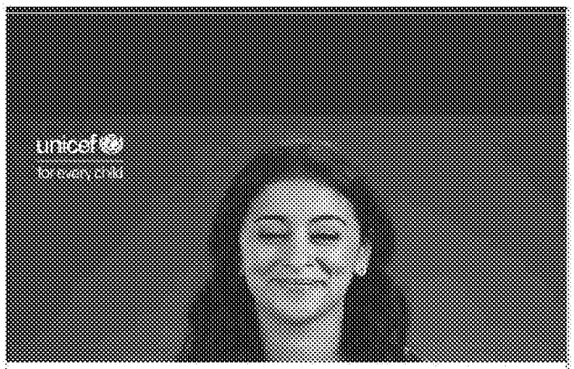
Check out Dr. Hina Talib's tips on protecting your mental health during and beyond COVID-19. #OnMyMind

[redacted]

World
January

COVID-19 has
mental health.
you can do:

Depr



2.3K 103 Comments

t is depression?

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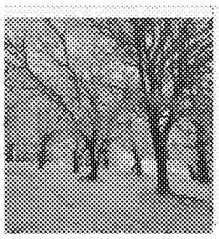
20K

Samaritans
January 15 at 9:49 AM

During the winter months, the colder weather and shorter days can affect how we may be feeling.

If you're struggling, we've gathered some tips and resources to help you cope this winter https://bit.ly/3bltoqT



SAMARITANS.ORG
If you're finding things hard this winter
We've gathered some tips and resources to help you cope this winter.

87 43 Shares

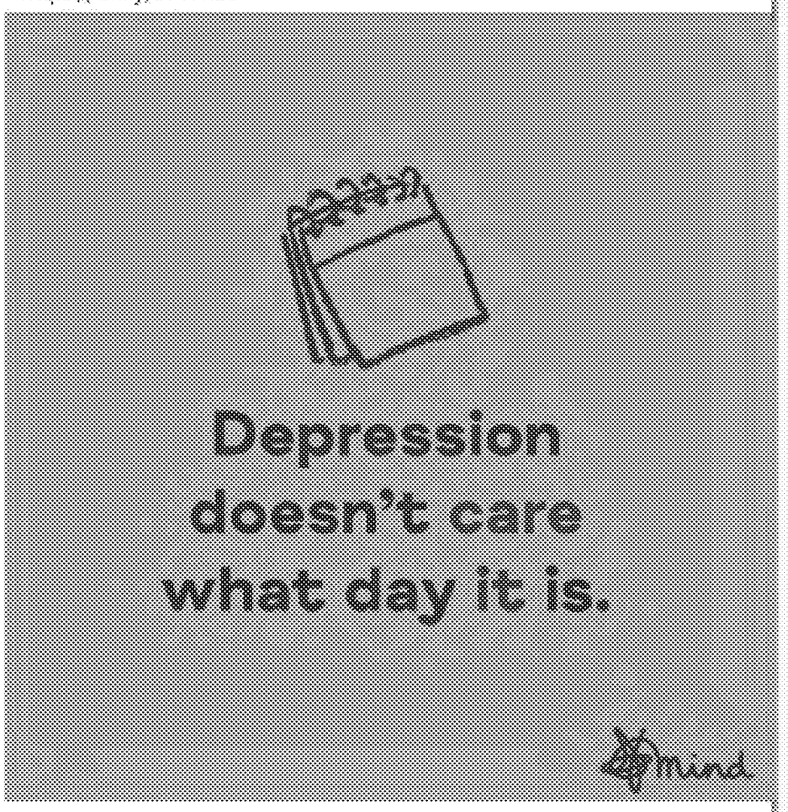
Like Comment Share

Mind
January 17 at 6:30 AM

You might hear a lot today about the myth of #BlueMonday, dubbed the most depressing day of the year.

But we know that depression can affect us whatever day it is, which is why we have support available all year round.

https://bit.ly/3Fv7kLU



827 55 Comments 474 Shares

World Health Organization (WHO)
January 8 at 2:23 PM

Take time each day for things you enjoy and to stay connected with those you ❤
- Keep in touch with people you care about
- Think about what you can do for others
- Reach out to a trusted person or health worker if you need help

Take care of yourself

It is easier to take care of others when you feel well yourself.

Keep in regular contact with friends, family and other people you trust and make time for yourself every day. Focus on activities that make you feel good.

World Health Organization

3.8K 230 Comments 1K Shares

Like Comment Share

Mental Health Foundation
December 29, 2021 at 12:00 PM

Ways to cope with feelings of loneliness throughout the pandemic:

Try calling a friend, family member, health professional or counsellor to talk about your feelings.

☎ You could also contact Samaritans on freephone 116 123 (UK) or by emailing jo@samaritans.org if you need someone to talk to. ... See more

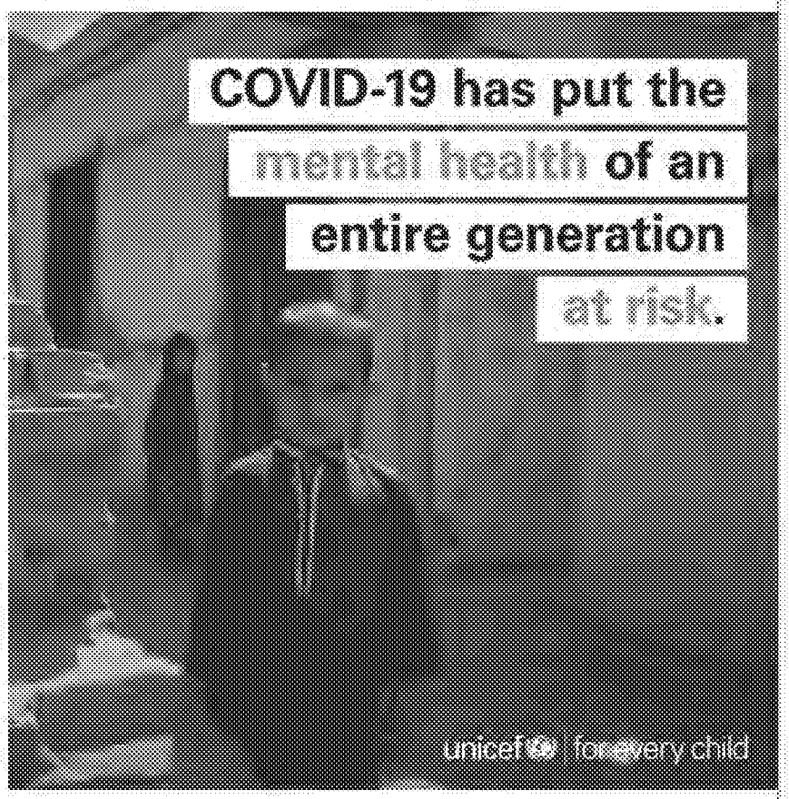
MENTALHEALTH.ORG.UK
Loneliness during coronavirus
Tips and advice on ways to cope with feelings of loneliness during ...

42 3 Comments 35 Shares

Like Comment Share

Children and young people could feel the impact of COVID-19 on their mental health for years to come.

Let's encourage every child to open up about how they're feeling and provide them with the support they need. It all starts with one question: what's on your mind? #OnMyMind



15K 655 Comments 1K Shares

Like Comment Share

You're Caught Up for Now

Check back later for more updates.

Emotional Health contains informational tips and resources from multiple sources, including mental health, academic, health care and other third-party organizations. Facebook does not provide treatment, therapy, coaching or medical advice. If you are experiencing an emergency or emotional crisis, contact emergency services or a helpline immediately.

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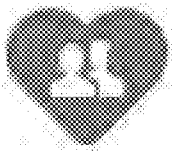

How you can support a friend

It can be tough to know how best to help a friend who is going through a difficult time. If you want to support them, we'd like to help.

If someone is in immediate danger, call the emergency services. Don't wait.

Get Ideas for how to Support a Friend

We've worked with suicide prevention experts to gather ways for you to start the conversation.

Reach Out

Message your friend to let them know you want to help. We've written something to help you get started.

Connect with another friend

A mutual friend can work with you to get your friend some help.

Contact a helpline

They can listen and help you work through this.

Get more emotional health resources

See tips and resources for coping with difficult situations.

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Get ideas for how to support a friend

Here are some suggestions for ways to support someone:

Validate your friend's emotions.

- Try not to offer solutions or convince them that things will get better.
- "I'm here for you. Tell me what's on your mind."

Empathise and listen.

- "You're important to me. It sounds like you're having a hard time."

Ask open-ended questions.

- Try to get them talking about how they're feeling.
- "I'm listening. Please tell me what's going on."

Make sure they're safe.

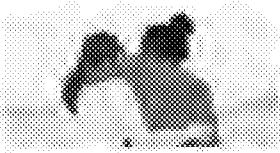
- "Do you have a plan? Do you have means?"
- If they say yes, do your best to take these items away or get other friends or the emergency services to step in and help.
- Connect them to a counselor, health professional or helpline.

More emotional health support

See tips and resources from experts for coping with difficult situations.

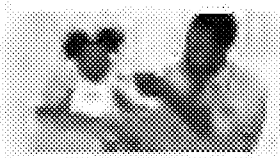
Taking care of your emotional health

Tips by



Coping with an emotional health crisis

Tips by



Stress tips for parents

Tips by

See more tips

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METANMAG-002-00000101

←

Reach Out

Friend's Name

Your Message

Hi, it sounds like you're going through a difficult time. I'm here to listen. Please tell me what's going on.

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METANMAG-002-00000102

Connect with another friend

Friend's Name:

Your Message:

Hey, our friend posted something that has made me worried about them. Do you think that there's something we can do to help?

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METANMAG-002-00000103

Contact a helpline

They can listen and help you work through this.

Suicide and Self-Harm Support

Call a trained helper at CALM
Call them at 0800 [illegible]
[illegible]

Call a trained helper at Samaritans
Call them at 116123

Call a trained helper at PAPYRUS Prevention of Young Suicide HOPELineUK
Call them at 0800 068 4141
[illegible]
[illegible]

Find support services at CALM
Visit their site to get help
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Find support services at Shout Text Messaging Support Service
Visit their site to get help
See more

Text a trained helper at Shout Text Messaging Support Service
Text them at 85258
24/7

Text a trained helper at PAPYRUS Prevention of Young Suicide HOPELineUK
Text them at 07786 209697
[illegible]

Send an email to a trained helper at Samaritans
Send an email to them at jo@samaritans.org
Email

Send an email to a trained helper at PAPYRUS Prevention of Young Suicide HOPELineUK
Send an email to them at pat@papyrus-uk.org
Email
[illegible]

Eating and Body Image Support

Call a trained helper at Beat Eating Disorders
Call them at 0845 838 2040

Call a trained helper at Beat Eating Disorders (Youth Line)
Call them at 0845 634 7650

Find support services at Beat Eating Disorders
Visit their site to get help
See more

Send an email to a trained helper at Beat Eating Disorders
Send an email to them at help@b-eat.co.uk
Email

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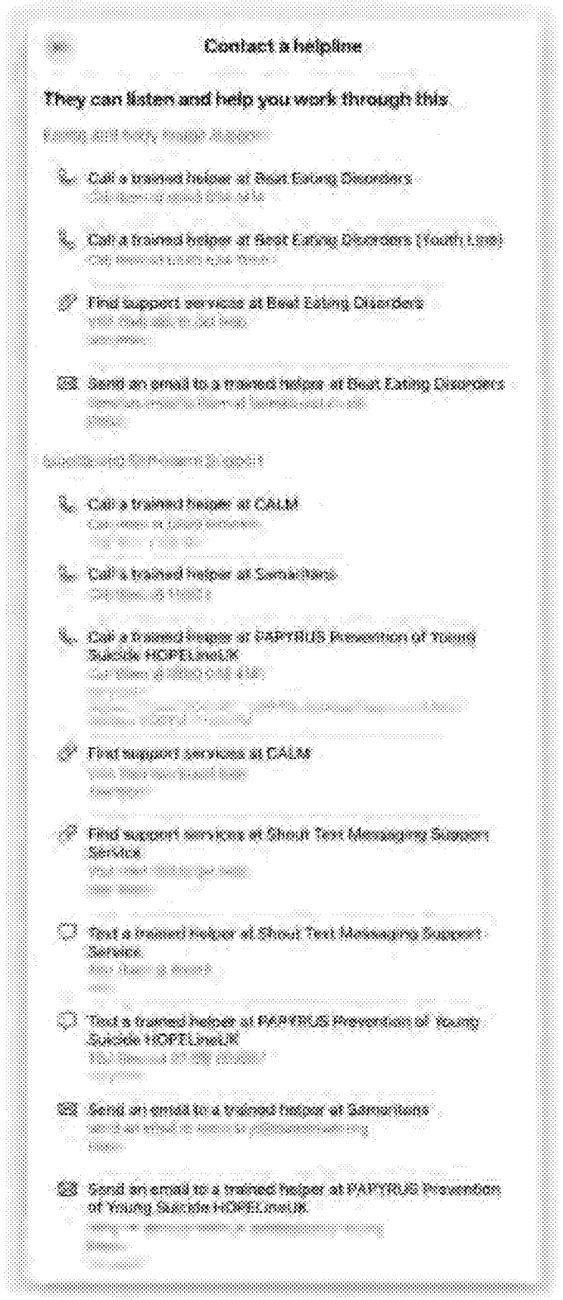
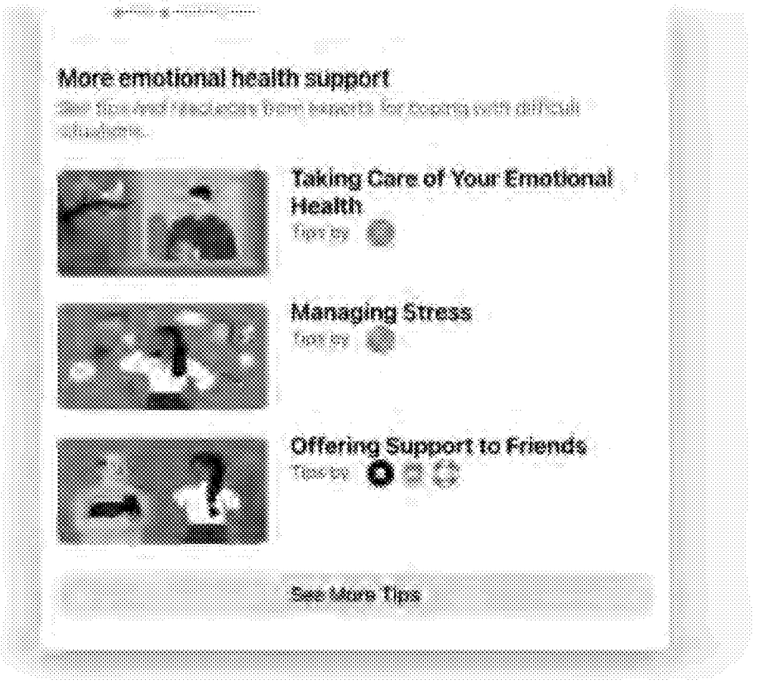
The US Helplines section is displayed at the top.

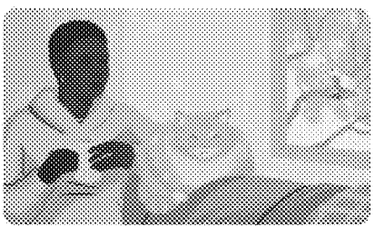
ED HELPLINES SCREEN



Mental Health Hub

This appears as an extension of the Support Yourself Tips and Support a Friend Tips screens.





Tips by World Health Organization (WHO)

Taking care of your emotional health

Visit Emotional Health

Browse by topic

Stress and anxiety | Healthy habits | COVID-19

Depression | Emotional crisis | Grief and loss

Talk to someone who can help

If you or someone you know wants emotional support, there are people you can talk to. Send a message to a friend or talk to someone trained to help.

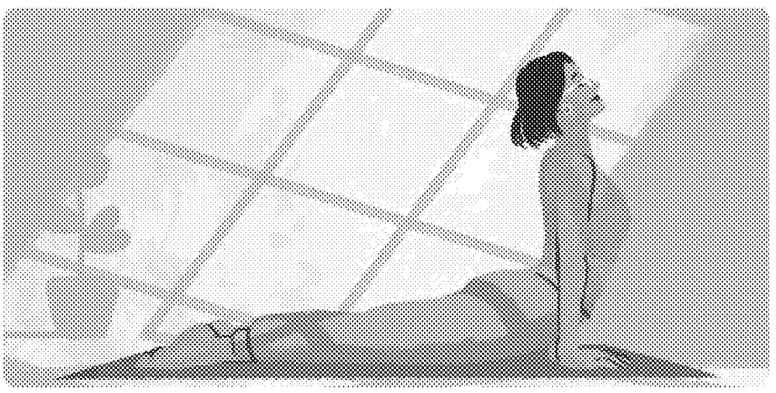
Learn more

Connect with organizations

World Health Organization (WHO)

Nonprofit organization

Follow | Visit website



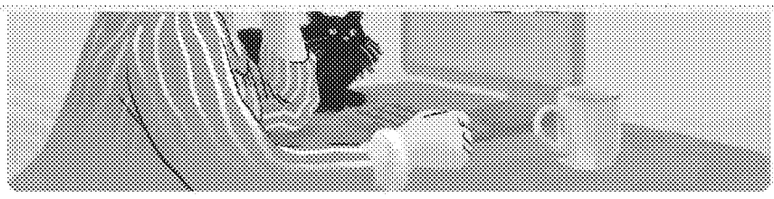
Take breaks

Share

Give yourself breaks from checking the news. Seek out positive news when you can.

Practice focusing on positive events

GGIA.BERKELEY.EDU

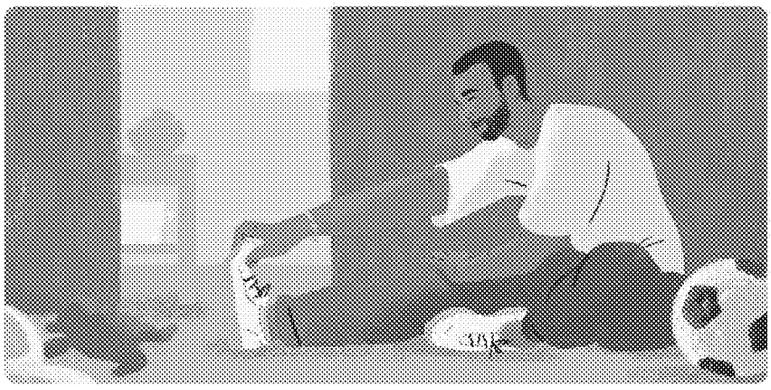


Stay in touch with friends

Share

Reach out to friends and family to hear a familiar voice and feel close when you're not together.

Send message



Make healthy choices

Share

Exercising, eating healthy foods and getting a good night of sleep can support overall health.

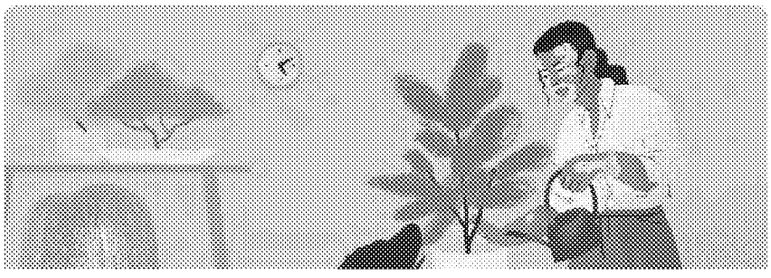
- See 5 keys to a healthy diet
  APPS.WHO.INT
- Get physical activity ideas from the WHO
  WHO.INT
- Try a walking meditation exercise
  GGIA.BERKELEY.EDU

Find time to relax

Share

Do activities you enjoy to ease stress and anxiety.

- Practice a mindful breathing exercise
  GGIA.BERKELEY.EDU
- Try a self-compassion break
  GGIA.BERKELEY.EDU



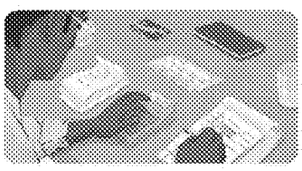
Create a plan

Share

Set goals for yourself with a daily or weekly routine.

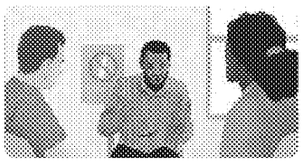
Learn the benefits of routines
MHANATIONAL.ORG

Related tips



Coping with stress about finances

Tips by



Managing substance use

Tips by

See all

Why am I seeing messages about support tips and resources on Facebook?

Copy Link

We've built tools that allow your friends to easily report posts about suicide or self-harm they may find concerning so that Facebook can provide resources to anyone who may urgently need them. We also use patterns we've seen from previous reports to help us proactively identify potentially concerning posts.

If we think something you've posted might suggest you're in danger of harming yourself, we'll quickly provide you with resources that may help.

We've also partnered with mental health organizations across the globe to provide tips and resources for people who might be going through difficult times as well as for those who want to help. Learn more about what you can do if you or a friend is having thoughts about suicide or self-injury.

Was this helpful?

Yes No

Related Articles

- I can't send messages to friends on Facebook.
- I can't log in to Facebook.
- How can I get well being support on Facebook?
- Can I tell who's looking at my Facebook profile?
- Why am I seeing reminders about voting and elections on Facebook?

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English (US)

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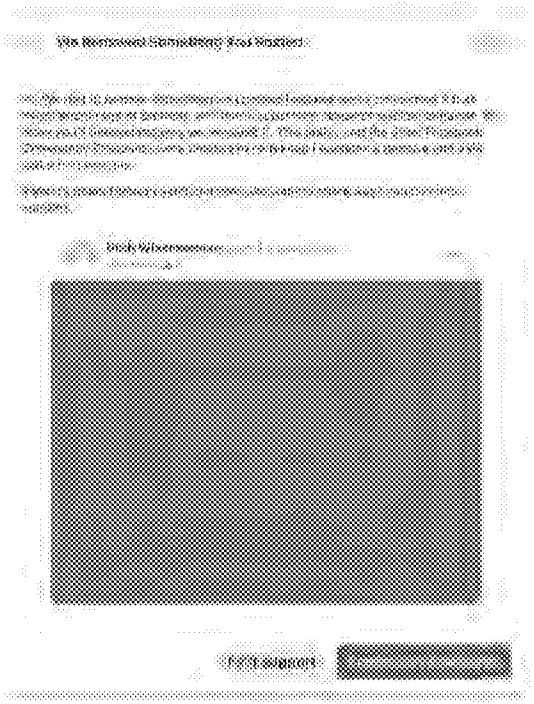
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