

We, Mark Zuckerberg, sovereign leader of the Social State of Facebook, in the exercise of our sovereign power, do ordain and establish these Terms and Conditions for the Social State of Facebook, as agreed to by the Board of Directors, in our desire for freedom of connecting and sharing, ownership and control of information, fundamental equality and transparency.

These Terms and Conditions are derived from the Facebook Principles, and govern our relationship with our citizens. Thus, these Terms and Conditions apply to the entire people of Facebook and bind them to coexistence. It establishes Justice, insures domestic Tranquillity and promotes the general Welfare.

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Facebook Principles

We are building Facebook to make the world more open and transparent, which we believe will create greater understanding and connection. Facebook promotes openness and transparency by giving individuals greater power to share and connect, and certain principles guide Facebook in pursuing these goals. Achieving these principles should be constrained only by limitations of law, technology, and evolving social norms. We therefore establish these Principles as the foundation of the rights and responsibilities of those within the Facebook Service.

1.- Freedom to Share and Connect

People should have the freedom to share whatever information they want, in any medium and any format, and have the right to connect online with anyone - any person, organization or service - as long as they both consent to the connection.

2.- Ownership and Control of Information

People should own their information. They should have the freedom to share it with anyone they want and take it with them anywhere they want, including removing it from the Facebook Service. People should have the freedom to decide with whom they will share their information, and to set privacy controls to protect those choices. Those controls, however, are not capable of limiting how those who have received information may use it, particularly outside the Facebook Service.

3.- Free Flow of Information

People should have the freedom to access all of the information made available to them by others. People

should also have practical tools that make it easy, quick, and efficient to share and access this information.

4.- Fundamental Equality

Every Person - whether individual, advertiser, developer, organization, or other entity - should have representation and access to distribution and information within the Facebook Service, regardless of the Person's primary activity. There should be a single set of principles, rights, and responsibilities that should apply to all People using the Facebook Service.

5.- Social Value

People should have the freedom to build trust and reputation through their identity and connections, and should not have their presence on the Facebook Service removed for reasons other than those described in Facebook's Statement of Rights and Responsibilities.

6.- Open Platforms and Standards

People should have programmatic interfaces for sharing and accessing the information available to them. The specifications for these interfaces should be published and made available and accessible to everyone.

7.- Fundamental Service

People should be able to use Facebook for free to establish a presence, connect with others, and share information with them. Every Person should be able to use the Facebook Service regardless of his or her level of participation or contribution.

8.- Common Welfare

The rights and responsibilities of Facebook and the People that use it should be described in a Statement of Rights and Responsibilities, which should not be inconsistent with these Principles.

9.- Transparent Process

Facebook should publicly make available information about its purpose, plans, policies, and operations. Facebook should have a process of notice and comment to provide transparency and encourage input on amendments to these Principles or to the Rights and Responsibilities.

10.- One World

The Facebook Service should transcend geographic and national boundaries and be available to everyone in the world.

Statement of Rights and Responsibilities

This Statement of Rights and Responsibilities ("Statement," "Terms," or "SRR") derives from the [Facebook Principles](#), and is our terms of service that governs our relationship with users and others who interact with Facebook, as well as Facebook brands, products and services, which we call the [“Facebook Services” or “Services”](#). By using or accessing the Facebook Services, you agree to this Statement, as updated from time to time in accordance with Section 13 below. Additionally, you will find resources at the end of this document that help you understand how Facebook works. Because Facebook provides a wide range of [Services](#), we may ask you to review and accept supplemental terms that apply to your interaction with a specific app, product, or

service. To the extent those supplemental terms conflict with this SRR, the supplemental terms associated with the app, product, or service govern with respect to your use of such app, product or service to the extent of the conflict.

1. Privacy

Your privacy is very important to us. We designed our [Data Policy](#) to make important disclosures about how you can use Facebook to share with others and how we collect and can use your content and information. We encourage you to read the [Data Policy](#), and to use it to help you make informed decisions.

2. Sharing Your Content and Information

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](#). In addition:

1. For content that is covered by intellectual property rights, like photos and videos (IP content), you specifically give us the following permission, subject to your [privacy](#) and [application settings](#): you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook (IP License). This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it.
2. When you delete IP content, it is deleted in a manner similar to emptying the recycle bin on a computer. However, you understand that removed content may persist in backup copies for a

reasonable period of time (but will not be available to others).

3. When you use an application, the application may ask for your permission to access your content and information as well as content and information that others have shared with you. We require applications to respect your privacy, and your agreement with that application will control how the application can use, store, and transfer that content and information. (To learn more about Platform, including how you can control what information other people may share with applications, read our [Data Policy](#) and [Platform Page](#).)
4. When you publish content or information using the Public setting, it means that you are allowing everyone, including people off of Facebook, to access and use that information, and to associate it with you (i.e., your name and profile picture).
5. We always appreciate your feedback or other suggestions about Facebook, but you understand that we may use your feedback or suggestions without any obligation to compensate you for them (just as you have no obligation to offer them).

3. Safety

We do our best to keep Facebook safe, but we cannot guarantee it. We need your help to keep Facebook safe, which includes the following commitments by you:

1. You will not post unauthorized commercial communications (such as spam) on Facebook.
2. You will not collect users' content or information, or otherwise access Facebook, using automated means (such as harvesting bots, robots, spiders, or scrapers) without our prior permission.

3. You will not engage in unlawful multi-level marketing, such as a pyramid scheme, on Facebook.
4. You will not upload viruses or other malicious code.
5. You will not solicit login information or access an account belonging to someone else.
6. You will not bully, intimidate, or harass any user.
7. You will not post content that: is hate speech, threatening, or pornographic; incites violence; or contains nudity or graphic or gratuitous violence.
8. You will not develop or operate a third-party application containing alcohol-related, dating or other mature content (including advertisements) without appropriate age-based restrictions.
9. You will not use Facebook to do anything unlawful, misleading, malicious, or discriminatory.
10. You will not do anything that could disable, overburden, or impair the proper working or appearance of Facebook, such as a denial of service attack or interference with page rendering or other Facebook functionality.
11. You will not facilitate or encourage any violations of this Statement or our policies.

4. Registration and Account Security

Facebook users provide their real names and information, and we need your help to keep it that way. Here are some commitments you make to us relating to registering and maintaining the security of your account:

1. You will not provide any false personal information on Facebook, or create an account for anyone other than yourself without permission.
2. You will not create more than one personal account.
3. If we disable your account, you will not create another one without our permission.

4. You will not use your personal timeline primarily for your own commercial gain, and will use a Facebook Page for such purposes.
5. You will not use Facebook if you are under 13.
6. You will not use Facebook if you are a convicted sex offender.
7. You will keep your contact information accurate and up-to-date.
8. You will not share your password (or in the case of developers, your secret key), let anyone else access your account, or do anything else that might jeopardize the security of your account.
9. You will not transfer your account (including any Page or application you administer) to anyone without first getting our written permission.
10. If you select a username or similar identifier for your account or Page, we reserve the right to remove or reclaim it if we believe it is appropriate (such as when a trademark owner complains about a username that does not closely relate to a user's actual name).

5. **Protecting Other People's Rights**

We respect other people's rights, and expect you to do the same.

1. You will not post content or take any action on Facebook that infringes or violates someone else's rights or otherwise violates the law.
2. We can remove any content or information you post on Facebook if we believe that it violates this Statement or our policies.
3. We provide you with tools to help you protect your intellectual property rights. To learn more, visit our [How to Report Claims of Intellectual Property Infringement](#) page.

4. If we remove your content for infringing someone else's copyright, and you believe we removed it by mistake, we will provide you with an opportunity to appeal.
5. If you repeatedly infringe other people's intellectual property rights, we will disable your account when appropriate.
6. You will not use our copyrights or Trademarks or any confusingly similar marks, except as expressly permitted by our Brand Usage Guidelines or with our prior written permission.
7. If you collect information from users, you will: obtain their consent, make it clear you (and not Facebook) are the one collecting their information, and post a privacy policy explaining what information you collect and how you will use it.
8. You will not post anyone's identification documents or sensitive financial information on Facebook.
9. You will not tag users or send email invitations to non-users without their consent. Facebook offers social reporting tools to enable users to provide feedback about tagging.

6. Mobile and Other Devices

1. We currently provide our mobile services for free, but please be aware that your carrier's normal rates and fees, such as text messaging and data charges, will still apply.
2. In the event you change or deactivate your mobile telephone number, you will update your account information on Facebook within 48 hours to ensure that your messages are not sent to the person who acquires your old number.
3. You provide consent and all rights necessary to enable users to sync (including through an application) their devices with any information that

is visible to them on Facebook.

7. Payments

If you make a payment on Facebook, you agree to our [Payments Terms](#) unless it is stated that other terms apply.

8. Special Provisions Applicable to Developers/Operators of Applications and Websites

If you are a developer or operator of a Platform application or website or if you use Social Plugins, you must comply with the [Facebook Platform Policy](#).

9. About Advertisements and Other Commercial Content Served or Enhanced by Facebook

Our goal is to deliver advertising and other commercial or sponsored content that is valuable to our users and advertisers. In order to help us do that, you agree to the following:

1. You give us permission to use your name, profile picture, content, and information in connection with commercial, sponsored, or related content (such as a brand you like) served or enhanced by us. This means, for example, that you permit a business or other entity to pay us to display your name and/or profile picture with your content or information, without any compensation to you. If you have selected a specific audience for your content or information, we will respect your choice when we use it.
2. We do not give your content or information to advertisers without your consent.

3. You understand that we may not always identify paid services and communications as such.

10. **Special Provisions Applicable to Advertisers**

If you use our self-service advertising creation interfaces for creation, submission and/or delivery of any advertising or other commercial or sponsored activity or content (collectively, the “Self-Serve Ad Interfaces”), you agree to our [Self-Serve Ad Terms](#). In addition, your advertising or other commercial or sponsored activity or content placed on Facebook or our publisher network will comply with our [Advertising Policies](#).

11. **Special Provisions Applicable to Pages**

If you create or administer a Page on Facebook, or run a promotion or an offer from your Page, you agree to our [Pages Terms](#).

12. **Special Provisions Applicable to Software**

1. If you download or use our software, such as a stand-alone software product, an app, or a browser plugin, you agree that from time to time, the software may download and install upgrades, updates and additional features from us in order to improve, enhance, and further develop the software.
2. You will not modify, create derivative works of, decompile, or otherwise attempt to extract source code from us, unless you are expressly permitted to do so under an open source license, or we give you express written permission.

13. **Amendments**

1. We'll notify you before we make changes to these terms and give you the opportunity to review and comment on the revised terms before continuing to use our Services.
2. If we make changes to policies, guidelines or other terms referenced in or incorporated by this Statement, we may provide notice on the Site Governance Page.
3. Your continued use of the Facebook Services, following notice of the changes to our terms, policies or guidelines, constitutes your acceptance of our amended terms, policies or guidelines.

14. Termination

If you violate the letter or spirit of this Statement, or otherwise create risk or possible legal exposure for us, we can stop providing all or part of Facebook to you. We will notify you by email or at the next time you attempt to access your account. You may also delete your account or disable your application at any time. In all such cases, this Statement shall terminate, but the following provisions will still apply: 2.2, 2.4, 3-5, 9.3, and 14-18.

15. Disputes

1. You will resolve any claim, cause of action or dispute (claim) you have with us arising out of or relating to this Statement or Facebook exclusively in the U.S. District Court for the Northern District of California or a state court located in San Mateo County, and you agree to submit to the personal jurisdiction of such courts for the purpose of litigating all such claims. The laws of the State of California will govern this Statement, as well as any claim that might arise

between you and us, without regard to conflict of law provisions.

2. If anyone brings a claim against us related to your actions, content or information on Facebook, you will indemnify and hold us harmless from and against all damages, losses, and expenses of any kind (including reasonable legal fees and costs) related to such claim. Although we provide rules for user conduct, we do not control or direct users' actions on Facebook and are not responsible for the content or information users transmit or share on Facebook. We are not responsible for any offensive, inappropriate, obscene, unlawful or otherwise objectionable content or information you may encounter on Facebook. We are not responsible for the conduct, whether online or offline, of any user of Facebook.
3. WE TRY TO KEEP FACEBOOK UP, BUG-FREE, AND SAFE, BUT YOU USE IT AT YOUR OWN RISK. WE ARE PROVIDING FACEBOOK AS IS WITHOUT ANY EXPRESS OR IMPLIED WARRANTIES INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. WE DO NOT GUARANTEE THAT FACEBOOK WILL ALWAYS BE SAFE, SECURE OR ERROR-FREE OR THAT FACEBOOK WILL ALWAYS FUNCTION WITHOUT DISRUPTIONS, DELAYS OR IMPERFECTIONS. FACEBOOK 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. IF YOU ARE A CALIFORNIA RESIDENT, YOU WAIVE CALIFORNIA CIVIL CODE §1542, WHICH SAYS: A

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16. Special Provisions Applicable to Users Outside the United States

We strive to create a global community with consistent standards for everyone, but we also strive to respect local laws. The following provisions apply to users and non-users who interact with Facebook outside the United States:

1. You consent to having your personal data transferred to and processed in the United States.
2. If you are located in a country embargoed by the United States, or are on the U.S. Treasury Department's list of Specially Designated Nationals

you will not engage in commercial activities on Facebook (such as advertising or payments) or operate a Platform application or website. You will not use Facebook if you are prohibited from receiving products, services, or software originating from the United States.

3. Certain specific terms that apply only for German users are available [here](#).

17. Definitions

1. By "Facebook" or "Facebook Services" we mean the features and services we make available, including through (a) our website at www.facebook.com and any other Facebook branded or co-branded websites (including sub-domains, international versions, widgets, and mobile versions); (b) our Platform; (c) social plugins such as the Like button, the Share button and other similar offerings; and (d) other media, brands, products, services, software (such as a toolbar), devices, or networks now existing or later developed. Facebook reserves the right to designate, in its sole discretion, that certain of our brands, products, or services are governed by separate terms and not this SRR.
2. By "Platform" we mean a set of APIs and services (such as content) that enable others, including application developers and website operators, to retrieve data from Facebook or provide data to us.
3. By "information" we mean facts and other information about you, including actions taken by users and non-users who interact with Facebook.
4. By "content" we mean anything you or other users post, provide or share using Facebook Services.
5. By "data" or "user data" or "user's data" we mean any data, including a user's content or information that you or third parties can retrieve from Facebook or provide to Facebook through Platform.

6. By "post" we mean post on Facebook or otherwise make available by using Facebook.
7. By "use" we mean use, run, copy, publicly perform or display, distribute, modify, translate, and create derivative works of.
8. By "application" we mean any application or website that uses or accesses Platform, as well as anything else that receives or has received data from us. If you no longer access Platform but have not deleted all data from us, the term application will apply until you delete the data.
9. By "Trademarks" we mean the list of trademarks provided [here](#).

18. Other

1. If you are a resident of or have your principal place of business in the US or Canada, this Statement is an agreement between you and Facebook, Inc. Otherwise, this Statement is an agreement between you and Facebook Ireland Limited. References to "us," "we," and "our" mean either Facebook, Inc. or Facebook Ireland Limited, as appropriate.
2. This Statement makes up the entire agreement between the parties regarding Facebook, and supersedes any prior agreements.
3. If any portion of this Statement is found to be unenforceable, the remaining portion will remain in full force and effect.
4. If we fail to enforce any of this Statement, it will not be considered a waiver.
5. Any amendment to or waiver of this Statement must be made in writing and signed by us.
6. You will not transfer any of your rights or obligations under this Statement to anyone else without our consent.

7. All of our rights and obligations under this Statement are freely assignable by us in connection with a merger, acquisition, or sale of assets, or by operation of law or otherwise.
8. Nothing in this Statement shall prevent us from complying with the law.
9. This Statement does not confer any third party beneficiary rights.
10. We reserve all rights not expressly granted to you.
11. You will comply with all applicable laws when using or accessing Facebook.

Amendments

Facebook Pages Terms

The following terms, as well as our [Data Policy](#) and [Statement of Rights and Responsibilities](#), apply to all Pages on Facebook. Additionally, all content on Pages must comply with our [Community Standards](#). You are responsible for ensuring that your Page complies with all applicable laws, statutes, and regulations.

I. General

- A. A Page for a brand, entity (place or organization), or public figure may be administered only by an authorized representative of that brand, entity (place or organization) or public figure (an “official Page”).
- B. Any user may create a Page to express support for or interest in a brand, entity (place or organization), or public figure, provided that it does not mislead others into thinking it is an official Page, or violate someone's rights. If your Page is not the official Page of a brand, entity (place or organization) or public figure, you must:
 - i. not speak in the voice of, or post content as though it was coming from, the authorized representative of the Page's subject matter; and
 - ii. make clear that the Page is not the official Page of the brand, entity (place or organization) or public figure.
- C. Content posted to a Page is public and viewable by everyone who can see the Page.
- D. You are required to restrict access to Pages (through our gating functionality) as necessary to comply with applicable laws and Facebook policies, including our [Community Standards](#).
- E. You may not establish terms for your Page that conflict with our [Statement of Rights and Responsibilities](#), [Data Policy](#) or these terms.

II. Page Management

- A. Page Names and Facebook Web Addresses

Page names and Facebook Web Addresses must accurately reflect Page content. We may remove administrative rights or require you to change the Page name and Facebook Web Address for any Page that fails to meet this requirement.

Page names must:

- i. not consist solely of generic terms (e.g., “beer” or “pizza”);
- ii. use proper, grammatically correct capitalization and may not include all capitals, except for acronyms;
- iii. not include character symbols, such as excessive punctuation and trademark designations;
- iv. not include superfluous descriptions or unnecessary qualifiers;
- v. not mislead others into thinking it is an official Page of the Page’s subject matter or is authorized by an authorized representative of the Page’s subject matter; and
- vi. not violate someone’s rights.

B. Name Changes and Migrations

We will only process name changes and migrations that do not result in a misleading or unintended connection. For example, we will allow local to global migrations, such as “Facebook France” to “Facebook”, but will not allow global to local migrations, or location to location migrations, such as “Facebook France” to “Facebook Russia”. Additionally, you may not request a name change or migration that would result in re-categorizing a product Page to a brand Page, a generic or opinion Page to a brand Page, or a Group to a Page. All migrations are at our discretion and are final.

C. Collection of Data

If you collect content and information directly from users, you will make it clear that you (and not Facebook) are collecting it, and you will provide notice about and obtain user consent for your use of the content and information that you collect. Regardless of how you obtain content and information from users, you are responsible for securing all necessary permissions to reuse their content and information.

You will not collect users' content or information, or otherwise access Facebook, using automated means (such as harvesting bots, robots, spiders, or scrapers) without our permission.

Any data you obtain from us must comply with our [Facebook Platform Policies](#).

D. Tagging

You must not inaccurately tag content or encourage users to inaccurately tag content (ex: don't encourage people to tag themselves in photos if they aren't in the photo).

III. Page Features

A. Advertising on Pages

Third-party advertisements on Pages are prohibited, without our prior permission.

B. Cover

All covers are public. This means that anyone who visits your Page will be able to see your cover. Covers can't be deceptive, misleading, or infringe on anyone else's copyright. You may not encourage people to upload your cover to their personal timelines.

C. Applications on Pages

Apps on your Page must comply with the [Facebook Platform Policies](#).

D. Offers

If you create an offer using Facebook's offer creation tool, the following policies apply:

- i. Facebook offers must be available for a limited time.
- ii. You may only run an offer if you are the merchant for or the manufacturer of the product or service you are promoting.
- iii. You must clearly and prominently disclose any restrictions on your offer (such as expiration date or limitations on redemption).
- iv. You are solely responsible for improper redemption, fraud, disputes or other issues that arise from the distribution and/or redemption of your offer.

- v. If your offer may be redeemed at a merchant not operated by you, it is your sole responsibility to communicate with the merchant and ensure they honor your offer.
- vi. You must only use the offer creation tool for its intended functionality and not to promote your website or other contact information, or to offer the equivalent of a gift card, gift certificate or stored value card.
- vii. You are responsible for ensuring that your offer complies with these terms and all applicable laws, rules and regulations. Offers are subject to many regulations (such as alcohol discounts and offers marketed to minors) and if you are not certain that your offer complies with applicable law, consult with an expert.

E. Promotions

1. If you use Facebook to communicate or administer a promotion (ex: a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:
 - a. The official rules;
 - b. Offer terms and eligibility requirements (ex: age and residency restrictions); and
 - c. Compliance with applicable rules and regulations governing the promotion and all prizes offered (ex: registration and obtaining necessary regulatory approvals)
2. Promotions on Facebook must include the following:
 - a. A complete release of Facebook by each entrant or participant.
 - b. Acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.
3. Promotions may be administered on Pages or within apps on Facebook. Personal Timelines and friend connections must not be used to administer promotions (ex: "share on your Timeline to enter" or "share on your friend's Timeline to get additional entries", and "tag your friends in this post to enter" are not permitted).

4. We will not assist you in the administration of your promotion, and you agree that if you use our service to administer your promotion, you do so at your own risk.

IV. Page Content

- A. Pages promoting the private sale of regulated goods or services (including firearms, alcohol, tobacco, or adult products) must restrict access to a minimum age of 18.
- B. Pages that promote or facilitate online gambling, games of skill or lotteries, including online casino, sports books, bingo, or poker, are only allowed in specific countries with prior authorization from Facebook.
- C. Pages must not promote the sale of prescription pharmaceuticals. Pages for online pharmacies may be permitted with prior approval from Facebook.
- D. Pages must not contain false, misleading, fraudulent, or deceptive claims or content.

Facebook Platform Policy

[Other Languages](#)

1. Build a quality product

1. Build an app that is stable and easily navigable. 
2. Ensure that your app's content (including ads and user-generated content) meets our [Community Standards](#).
3. Follow our [Advertising Policies](#) for your app name, icons, and description.
4. Keep your app's description and categorization up-to-date. 
5. Don't confuse, deceive, defraud, mislead, spam or surprise anyone. 
6. Keep your app's negative feedback below our thresholds. 
7. Follow any instructions we include in our [technical documentation](#).

2. Give people control

1. Obtain consent from people before publishing content on their behalf. 
2. Use publishing permissions to help people share on Facebook, not to send people messages from your app. 
3. Don't prefill captions, comments, messages, or the user message parameter of posts with content a person didn't create, even if the person can edit or remove the content before sharing. 
4. Provide a publicly available and easily accessible privacy policy that explains what data you are collecting and how you will use that data.
5. You may use [Account Information](#) in accordance with your privacy policy and other Facebook policies.

All other data may only be used outside your app after you have obtained explicit user consent.

6. Include your privacy policy URL in the App Dashboard. ?
7. Link to your privacy policy in any app marketplace that allows you to. ?
8. Comply with your privacy policy.
9. Delete all of a person's data you have received from us (including friend data) if that person asks you to, unless you are required to keep it by law, regulation, or separate agreement with us. You may keep aggregated data only if no information identifying a specific person could be inferred or created from it.
10. Obtain consent from people before using their data in any ad.
11. Obtain adequate consent from people before using any Facebook technology that allows us to collect and process data about them, including for example, our SDKs and browser pixels. When you use such technology, disclose to people in your privacy policy that you are enabling us to collect and process data about them. ?
12. Obtain consent from people before you give us information that you independently collected from them.
13. If you are tracking a person's activity, provide an opt-out from that tracking.
14. Provide meaningful customer support for your app, and make it easy for people to contact you.
15. If people come to your app from the Facebook app on iOS, give them an option to go back to the Facebook app by using the Back to Facebook banner provided in our SDK.
16. If people come to your app from the Facebook app on Android, don't prevent them from going back to Facebook when they press the system back button.

3. Protect data

1. Protect the information you receive from us against unauthorized access, use, or disclosure.
2. Only show data obtained from a user access token on the devices associated with that token.
3. Only use friend data (including friends list) in the person's experience in your app.
4. If you cache data you receive from us, use it to improve your app's user experience and keep it up to date. 
5. Don't proxy, request or collect Facebook usernames or passwords.
6. Keep private your secret key and access tokens. You can share them with an agent acting to operate your app if they sign a confidentiality agreement.
7. If you use any partner services, make them sign a contract to protect any information you obtained from us, limit their use of that information, and keep it confidential.
8. Keep Facebook user IDs within your control. Contract with any providers who help you build or run your app to ensure that they keep the user IDs secure and confidential and comply with our policies. If you need an anonymous unique identifier to share with third parties, use our [mechanism](#).
9. Don't sell, license, or purchase any data obtained from us or our services.
10. Don't transfer any data that you receive from us (including anonymous, aggregate, or derived data) to any ad network, data broker or other advertising or monetization-related service.
11. Don't put Facebook data in a search engine or directory, or include web search functionality on Facebook.

12. If you are acquired by or merge with a third party, you can continue to use our data only within your app.
13. If you stop using Platform, promptly delete all user data you have received from us (absent explicit consent from people). You can keep [Account Information](#) if you have presented your privacy policy within your app.
14. If you use friend data from Facebook to establish social connections in your app, only do so if each person in that connection has granted you access to that information.

4. Encourage proper use

1. Add something unique to the community. Don't replicate core functionality that Facebook already provides.
2. Respect the way Facebook looks and functions. Don't offer experiences that change it. 
3. If you're building an app with a personalized or social experience, enable people to easily share on Facebook content they've created.
4. Respect the limits we've placed on Facebook functionality. 
5. Only incentivize a person to log into your app, enter a promotion on your app's Page, or check-in at a place. Don't incentivize other actions. 
6. Encourage people to accurately tag and share content. 
7. If your service integrates a person's data into a physical product, only create a physical product for that person's personal and non-commercial use. 
8. Don't build an app whose primary purpose is to redirect people off of Facebook. 
9. If you want to use our logos or brand, follow the guidelines in the [Facebook Brand Resource and](#)

[Permissions Center](#). Ad networks and data brokers must get our written permission before using our Platform, logos, or trademarks. 

10. Don't sell, transfer or sublicense our code, APIs, or tools to anyone.
11. Only use our SDKs to develop and distribute apps for use with the Facebook Platform. You may also distribute any code libraries or sample source code included in the SDKs for inclusion in such apps.
12. Don't modify, translate, create derivative works of, or reverse engineer any SDK or its components.
13. Be honest about your relationship with Facebook when talking to the press or users. Comply with our Developer PR Guidelines and get approval from us before issuing any formal press release or blog post mentioning Facebook.
14. If you use the Like button on iOS or Android, don't collect or use any information from it.

5. Follow the law

1. You are responsible for restricting access to your content in accordance with all applicable laws and regulations, including geo-filtering or age-gating access where required.
2. Don't provide or promote content that infringes upon the rights of any third party.
3. Ensure that you own or secure all rights necessary to display, distribute and deliver all content in your app.
4. Satisfy all licensing, reporting and payout obligations to third parties in connection with your app.
5. If your app contains content submitted or provided by third parties:
 - a. In the United States, you must take all steps required to fall within the applicable safe harbors of

the Digital Millennium Copyright Act including designating an agent to receive notices of claimed infringement, instituting a repeat infringer termination policy and implementing a notice and takedown process.

b. In other countries, you must comply with local copyright laws and implement an appropriate notice and takedown process for when you receive a notice of claimed infringement.

6. Don't knowingly share information with us that you have collected from children under the age of 13.
7. Web sites or services directed to children under 13: If you use Social Plugins or our JavaScript SDK for Facebook on sites and services that are directed to children under 13, you are responsible for complying with all applicable laws. For example, if your web site or service is directed to children in the United States, or knowingly collects personal information from children in the United States, you must comply with the U.S. Children's Online Privacy Protection Act. You must also adhere to our [usage notes](#).
8. Comply with all applicable laws and regulations in the jurisdiction where your app is available. Do not expose Facebook or people who use Facebook to harm or legal liability as determined by us in our sole discretion.
9. If applicable, comply with the Video Privacy Protection Act (VPPA) and obtain any opt-in consent necessary to share data on Facebook.
10. You agree to indemnify and hold us harmless from and against all damages, losses, and expenses of any kind (including reasonable legal fees and costs) related to any claim against us related to your service, actions, content or information.

6. Things you should know

1. We can analyze your app, website, content, and data for any purpose, including commercial. 
2. We can monitor or collect data related to your use of SDKs.
3. We will use information we receive from you or in connection with your Platform integration in accordance with our [Data Policy](#).
4. You give us all rights necessary to enable your app to work with Facebook, including the right to incorporate information you provide to us into other parts of Facebook, and the right to attribute the source of information using your name or logos.
5. We may share your contact info with people who want to contact you.
6. We may use your name, logos, content, and information, including screenshots and video captures of your app, to demonstrate or feature your use of Facebook, worldwide and royalty-free.
7. You give us the right to link to or frame your app, and place content, including ads, around your app. If you use our social plugins, feed dialog or share button, you also give us permission to use and allow others to use such links and content on Facebook.
8. We can audit your app to ensure it is safe and does not violate our Terms. If requested, you must provide us with proof that your app complies with our terms. 
9. We can create apps or products that offer features and services similar to your app.
10. We don't guarantee that Platform will always be free.
11. If you exceed 5M MAU, 100M API calls per day, or 50M impressions per day, you may be subject to additional terms.

12. Facebook and its licensors reserve all right, title and interest, including all intellectual property and other proprietary rights, in and to all SDKs.
13. Any SDKs you receive from us are provided to you on an "as is" basis, without warranty of any kind.
14. We can issue a press release describing our relationship with you.
15. We may enforce against your app or web site if we conclude that your app violates our terms or is negatively impacting the Platform. We may or may not notify you in advance.
16. Enforcement is both automated and manual, and can include disabling your app, restricting you and your app's access to platform functionality, requiring that you delete data, terminating our agreements with you or any other action that we deem appropriate.
17. We communicate with developers through Developer Alerts and email from the fb.com or facebookmail.com domain. Ensure that the email address associated with your Facebook account and the email address registered to the app are current and that you don't filter out these messages.
18. We may change these terms at any time without prior notice. Please check them regularly. Your continued use of Platform constitutes acceptance of those changes.
19. If you use Social Plugins, Facebook SDKs, or operate a Platform app or website, you must follow our [Statement of Rights and Responsibilities](#) and these additional rules unless you have our written permission to do otherwise.

7. Login

1. Verify that you have integrated Login correctly. Your app shouldn't crash or hang during the testing process.
2. Native iOS and Android apps that implement Facebook Login must use our official SDKs for login.
3. Use a clearly branded "Login with Facebook" button and follow the [Facebook Brand Guidelines](#).
4. Request only the data and publishing permissions your app needs.
5. If a person declines a permission, you can prompt them again after they indicate an intent to grant you the permission.
6. Provide a "Log Out" option that functions properly and is easy to find.

8. Ads

1. If you have ads in your app on Facebook, comply with our [Advertising Policies](#).
2. Avoid excessive ads. Don't let ads distract from your app's functionality.
3. Don't include ads in Page Tab apps.
4. If you use a third party ad provider to include ads in your app on Facebook, only use a provider from [this list](#).
5. Don't include third-party ads (including for other apps) in posts, notifications, requests, invites or messages.
6. Don't include or pair Platform Integrations with non-Facebook ads.
7. If you run a promotion, contest, competition, or sweepstake on Facebook, comply with our [Promotions Policies](#).

9. Games

1. Games on Facebook.com:
 - a. Don't share the same app ID with a desktop web game off of Facebook.com.
 - b. Don't use your Facebook.com game or email addresses you've obtained from us to promote or link to a desktop web game off of Facebook. ?
 - c. Use Facebook Payments as your only payment method for all in-game purchases.
 - d. Use Facebook Payments offers if you reward people for actions involving third parties. ?
2. Desktop web games off Facebook.com:
 - a. Only use Facebook Login, social plugins, and publishing channels. Don't use connections such as friends lists. ?
 - b. During authentication, only request age, email, and publishing permissions.
3. Games on mobile:
 - a. Don't share the same app ID with a desktop web game off of Facebook.com.
 - b. Don't use your mobile game or email addresses you've obtained from us to promote or link to a web game off of Facebook.
4. If you want to facilitate or promote online gambling, online real money games of skill, or online lotteries, get our written permission before using any of our products.

5. If your game includes mandatory or optional in-app charges, explain this in your app's description.

10. Payments

1. If you use Facebook Payments, comply with the [Facebook Developer Payments Terms](#).
2. Don't use Facebook Payments to solicit, collect or transfer funds for charitable causes without our prior permission.
3. If you're using iOS to run your app, use an iOS approved payment method.
4. If you accept payments on Facebook, only do so in your app. 

11. App Center

1. Apps eligible for the Facebook App Center must use Facebook Login or have a Facebook Canvas or Page Tab app.
2. App Detail and Description:
 - a. Ensure the app's name and information are grammatically correct. 
 - b. Ensure the app's language matches the App Center locale. 
 - c. Don't include URLs or use the Facebook brand. 
 - d. Don't include keyword lists, excessive punctuation, or non-standard symbols. 
3. All Images:
 - a. Use high quality, relevant images that reflect the app experience. 

b. Keep any image text concise. Don't obstruct images with text. ?

c. Don't include ads, URLs or gimmicks such as Play buttons. ?

4. Icons:

a. Use a transparent or colored background. If your icon requires a white background, use a colored border. ?

b. If your logo has a drop shadow, use a colored background. ?

5. Banners:

a. Don't include rounded edges or borders. ?

b. Don't include third party logos.

6. Videos:

a. Display the app's name. ?

b. Clearly represent the purpose of the app and show accurate, relevant in-app experiences.

c. Keep your video high-quality and high-resolution.

?

d. Your video and its video cover image should be clear and recognizable. Don't include ads.

12. Open Graph

1. Open Graph Custom Actions:

- a. Don't recreate actions that are already supported.
 - b. Write the action and object in a clear and simple way. 
 - c. Make sure the story is grammatically correct. 
 - d. Use English for your submission. 
 - e. Don't indicate a person's consumption, browsing, discovering, or viewing of content. 
 - f. Don't indicate a person has installed, visited, or connected to your app. 
2. Read and Watch Actions:
 - a. Publish actions only after a person has been on a page for more than 10 seconds.
 - b. Allow people to remove stories published to Facebook on the same page where the content is hosted. 

13. Social Plugins

1. Don't include or pair Platform Integrations with non-Facebook advertisements. 
2. Don't sell or purchase placement of social plugins or sharer.php.
3. Don't participate in any "like" or "share" exchange programs.
4. Don't obscure or cover elements of social plugins.

14. Ads API

1. Basic and Standard Ads API access may be downgraded to Development access after 30 days of non-use.
2. Don't use the Ads API if you're an ad network or data broker.
3. Don't promote content, services, or activities contrary to our competitive position, interests, or advertising philosophy.
4. Don't provide [Partner Category](#) targeting options that differ from those offered by Facebook. 
5. Don't combine multiple end-advertisers or their Facebook connections (i.e. Pages) in the same ad account.
6. Free or trial versions of an ads API app:
 - a. Don't allow more than 50 ad creations a day per customer.
 - b. Require phone or email verification on new accounts.
 - c. Don't allow affiliate networks to use your technology.
7. Pricing transparency:
 - a. Only charge fees for the use of your tools and managed services with a fixed fee or variable percentage of ad spend.
 - b. Proactively disclose to end advertisers the amount that you spent on Facebook advertising, using Facebook metrics (e.g., CPC, CPM rate), separate from your fees.
 - c. Disclose the amount you charged as fees on Facebook advertising.

d. We may disclose fees or the amount you spent on Facebook advertising to your clients if they request it.

e. We may require documentation from you to ensure your compliance with these terms.

f. Don't sell ads on a fixed CPM or CPC basis when using the Facebook advertising auction.

8. Data Collection and Use:

a. If you have Standard Ads API access and our prior written permission, you can place 1x1 pixel view tags on advertisements.

b. Ensure that any data that is collected is anonymous.

c. Only use data from an end-advertiser's campaign to optimize or measure the performance of that end-advertiser's Facebook campaign.

d. Don't use data to retarget on or off of Facebook.

e. Don't mix data obtained from us with advertising campaigns on different platforms.

f. Don't use data to build or augment any user profiles.

g. Don't use piggybacking or redirects.

h. Don't let people other than those acting on an end-advertiser's behalf access Facebook ad statistics.

9. Implement all bidding types including Optimized CPM.

10. Custom Audiences:

- a. If you use custom audiences, comply with the [Custom Audience Terms](#).
- b. Only use a client's data when creating custom audiences on their behalf.
- c. Only use a Facebook User ID to create custom audiences when the person whose User ID is being used has logged into the client's app and has given the necessary consent.
- d. Don't sell or transfer custom audiences.

11. Revoke an end-advertiser's access to your app if we request it.

12. Lead Ads:

- a. Only use a client's Lead Ads Data on behalf of that client.
- b. Don't combine Lead Ads Data from one client with Lead Ads Data from another client.

13. Ensure that people agree to Facebook's [Statement of Rights and Responsibilities](#), including the [Advertising Policies](#).

15. Page API

1. Don't charge a fee for creating, claiming, or managing a Page.
2. Before enabling people to create a Page, first provide a means for them to claim an existing Place to prevent Page duplication.

3. Ensure that people agree to Facebook's [Statement of Rights and Responsibilities](#), including the [Advertising Policies](#).
4. Don't create or claim a Page on behalf of people without their consent.
5. Don't prevent people from gaining access to any Page you create or manage on their behalf.
6. Don't disclose administrators of a Page to third parties without the administrator's consent.

16. Messenger

1. General Policies

1. Ensure you comply with all applicable Platform Policies. 
2. Follow our [technical documentation](#).
3. Follow our [Brand Guidelines](#) if you want to use our logos or brand.
4. Don't obscure or cover selected content in the share sheet. 
5. Allow people to immediately select or create content without interruption. Don't disrupt them with other information before they share. 
6. Notify people up front before allowing them to engage with paid content. 
7. Don't include ads in content you send to Messenger. 
8. Your logo and app name may only appear in the space we provide. 
9. Don't use Messenger as an app invite channel. Facilitate real time conversations that inspire people to respond with content from your app. 
10. Don't charge for most of the content in your app. Ensure your app contains free shareable content. 

11. If you exceed 400K impressions per day, you may be subject to additional terms.
2. Additional Policies for Optimized and Featured Apps
 1. Your app must not replicate core [Facebook](#) features or functionality, and must not promote your other apps that do so. 
 2. Your app must be free to install.
 3. If your paid content is available in multiple apps, ensure it is offered for Messenger at the lowest price available.
 4. If people come to your app from Messenger, ensure your app's primary share experience is to Messenger.
 5. Don't send unengaging or long form content. Ensure your app only sends unique user generated content or engaging aggregated content to Messenger. Facilitate real time conversations that inspire people to respond to Messenger with content from your app. 
 6. Ensure your call-to-action links to the same app that generated the content. 
 7. When linking to your app from Messenger, you can present people with paid content so long as free shareable content is clearly available on the landing page. 
 8. Implement [App Events](#) in your app, including activateApp and purchase events if your app offers in-app purchases. 
 9. Optimized and featured functionality, including the availability of calls-to-action on content and in-Messenger discovery, is made available within our sole discretion and can be removed at any time.

17. Definitions

1. "App" means any technical integration we have assigned an app identification number.
2. "Account Information" consists of: name, email, gender, birthday, current city and profile picture URL.
3. "Ads API" includes all Graph APIs related to advertising, and all Real Time APIs related to advertising, including but not limited to: all Lead Ads Data coming through the Graph API or Real Time Updates.
4. "User data" means any data, including a person's content or information that you or third parties obtain from or through Facebook.
5. "SDK" means any object code library, sample source code, or documentation you receive from us that helps you create apps for use with the Facebook Platform.
6. By "Facebook" or "Facebook Services" we mean the features and services we make available, including through (a) our website at www.facebook.com and any other Facebook branded or co-branded websites (including sub-domains, international versions, widgets, and mobile versions); (b) our Platform; (c) social plugins such as the Like button, the Share button and other similar offerings; and (d) other media, brands, products, services, software (such as a toolbar), devices, or networks now existing or later developed. Facebook reserves the right to designate, in its sole discretion, that certain of our brands, products, or services are governed by separate terms and not [our SRR](#).

Community Payment Terms

If you are under the age of eighteen (18), you may use Facebook Payments only with the involvement of your parent or guardian. Make sure you review these Terms with your parent or guardian so that you both understand all of your rights and responsibilities.

We have provided some section headers for your convenience, but you should carefully read through these Community Payments Terms (the "Terms") in order to understand your rights and responsibilities, as well as ours.

1. Making Purchases

1. Funding and spending. When you make a purchase using Facebook Payments, you agree to provide a valid funding instrument to load money into your electronic value balance. When you have successfully completed this funding transaction, we will then transfer that value to the developer offering the content you wish to purchase.
2. Pricing. Pay attention to the details of the transaction, because your total price may include taxes, fees, and shipping costs, all of which you are responsible for funding.
3. Extra terms. You may be presented with additional terms related to a specific purchase before you confirm the transaction (such as shipping terms for tangible goods). Those additional terms will also govern that transaction.

4. Subscriptions. If you purchase a subscription to an app or to a feature within an app, we will bill your funding instrument immediately, and then again at the beginning of each subscription period. The following terms apply for subscriptions purchased through Facebook Payments:
 1. If a free trial period is offered and you do not cancel during the free trial period, you will be billed at the end of the free trial period and at the beginning of each subsequent subscription period.
 2. You can cancel subscriptions at any time on your Account Settings page.
 3. If you cancel a subscription you will still have access to the app or feature you subscribed to through the end of the subscription period. If an app or feature you subscribed to becomes unavailable during your subscription you will not be billed at the beginning of the next subscription period.
5. Sponsored posts. Posts you have Sponsored are subject to our [Advertising Guidelines](#).
6. Actual sale. With the sole exception of Section 1.7, below, you may only use Facebook Payments to process a funding transaction for a legitimate, bona fide purchase of a product or service. Except as set forth below, you may not use Facebook Payments to fund a transaction or otherwise transfer electronic value not in conjunction with a purchase.

7. Person-to-Person Transfer. Person-to-Person transfer of electronic value ("P2P") may be made available to you in the Messenger service at our sole discretion. If you use P2P, you consent to the following applicable risks and other terms:

1. We may require that you provide more information in order to complete a transaction.

2. P2P is not intended to be used for business, commercial, or merchant transactions and such use may be discontinued without notice by us at any time. We may reverse or place a hold on your transactions or place a reserve on your funds if evidence of business, commercial, or merchant use is discovered.

3. If you receive and accept a P2P transfer you are liable to us for not only the payment but also any fees that may result from a later invalidation of that payment for any reason, including without limitation if you lose a claim or a chargeback, or if the payment is reversed. You agree to allow us to recover any amounts due to us by debiting from your electronic value balance. If your electronic value balance is insufficient to cover this amount, we reserve the right to charge your funding instrument or take any other legal action to collect the funds to the full extent allowed by applicable law.

4. P2P use is at your sole risk and we assume no responsibility for the underlying transaction of funds, or the actions or identity of any transfer recipient or sender. Disputes regarding funds are between you and the sender of a payment. If a sender files a claim for a chargeback after a P2P transaction, we are not responsible for determining the veracity of claims or

the disposition of the payment.

5. Use of P2P may subject you to fees including without limitation those from third parties, such as reversal charges or other fees for insufficient funds if your attempted payment is rejected.

6. P2P must be used in compliance with applicable law and may not be used in connection with any illegal or illicit transaction. If illegal or illicit transactions are reported or discovered, we reserve the right to take action including without limitation the following, without notice to you: place a hold on your transactions; place a reserve on your funds; limit your ability to use Facebook Payments; report the activity to authorities; or deactivate your account entirely.

7. Minnesota residents: To opt out of P2P, please send written notice of your choice to: Facebook Payments Inc., 1601 Willow Rd, Menlo Park, CA, 94025. Note that opting out of P2P may affect your ability to make other transactions using Facebook Payments.

8. EU Right to Cancel. If you are in the EU, you consent to the performance of this contract for your purchase, and waive any Right to Cancel provided by the Consumer Rights Directive (2011/83/EU) or similar implementing regulations.

9. No Warranties. You acknowledge that the products or services you may purchase are sold by merchants, not by Facebook. WE MAKE NO WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, WITH RESPECT TO

ANY PRODUCTS OR SERVICES SOLD ON OR THROUGH FACEBOOK.

2. Payment Methods

1. Funding instruments. We want to make Facebook Payments convenient, so we allow you to fund your transactions using a number of different sources, like credit cards and debit cards, Facebook Gift Cards, and other payment methods.
2. Authority. When you provide a funding instrument to us, you confirm that you are permitted to use that funding instrument. When you fund a transaction, you authorize us (and our designated payment processor) to charge the full amount to the funding instrument you designate for the transaction. You also authorize us to collect and store that funding instrument, along with other related transaction information.
3. Authorization. If you pay by credit or debit card, we may obtain a pre-approval from the issuer of the card for an amount, which may be as high as the full price of your purchase. We will bill your card at the time you load funds for your Facebook Payments transaction, or shortly thereafter. If you cancel a transaction before completion, this pre-approval may result in those funds not otherwise being immediately available to you.

4. Failed funding. If you fund a payment by debit card and your load transaction results in an overdraft or other fee from your bank, you alone are responsible for that fee.

5. Facebook Gift Cards. Facebook Gift Cards may be used to increase your electronic value balance ("Balance") on Facebook. You can then use this Balance on our platform as a payment method. The following terms apply to Balances:
 1. If you enter the Gift Card's PIN and click "Redeem" at www.facebook.com/giftcards/redeem, we will credit the Gift Card's value to your Balance. Once you have entered the PIN on your Gift Card, the value you received can't be restored to the original Gift Card.

 2. All Gift Cards converted at www.facebook.com/giftcards/redeem as described above will result in Balances that can be used across the platform; your Balance will be applied toward funding transactions you wish to execute, and if your Balance is insufficient to complete a transaction, we will ask you to elect an additional payment method to cover the difference. Gift Cards converted in certain games, however, may result in value that can only be used within that game, or in other games from the same developer.

 3. Facebook is not a bank, so Gift Card balances are not deposits and they do not earn interest. Gift Card balances are not insured by the Federal Deposit Insurance Corporation, the Financial Services Compensation Scheme, or any other entity or

insurance scheme, whether governmental or private.

4. We may change the process to convert Gift Cards into electronic value, or the ways that you can use your resulting Balance, at any time as we deem necessary without prior notice to the full extent permitted by law.

5. Some Facebook Gift Cards have bonus offers. Bonus offers are open to customers who redeem a participating Facebook Gift Card during the offer period stated on the Gift Card packaging. To obtain the bonus item, visit www.facebook.com/giftcards/redeem, enter the Gift Card PIN when prompted, and follow the instructions to receive your item. We will not give notice of the expiration of these bonus offers. Free gift items may vary; average retail value of items will range from approximately one to fifteen USD (\$1-15). Bonus offers may not be combined with other offers and discounts, nor exchanged, nor redeemed for cash. Other terms and conditions may apply to the use of Facebook Gift Cards and of www.facebook.com; see site for details.

6. You may not sell your Balance or any portion thereof, nor transfer any portion thereof to anyone outside of Facebook.

7. Balances are not redeemable for any sum of money or monetary value from us unless required by law.

8. Facebook Gift Cards and Balances don't expire. However, Balances are subject to our Abandoned Property provision (Section 3.6, below).

6. Incompatibility. You may at some point encounter an app or feature that does not support the payment method you would prefer to use – for example, if an item or feature that you wish to purchase is priced in local currency, you won't be able to use Credits as a payment method; however, you can select a different type of payment instrument (such as credit or debit card, or mobile operator billing).

7. Mobile billing. Mobile operator billing is another payment method we have made available for your convenience. If you use mobile billing as a funding instrument, you consent to the following applicable risks and other terms:

1. By choosing the mobile billing payment method, you agree that we and your mobile operator may exchange information about you in order to facilitate completion or reversal of payments, resolution of disputes, provision of customer support, or other billing-related activity.

2. You are responsible for any charges, fees, changes to your mobile plan service or billing, alterations to your mobile device, or any other consequence that may arise out of your use of mobile billing.

3. If you use mobile billing, you are bound not only by these Terms, but also by the terms and conditions of your mobile operator.

4. If you have questions about any charges or fees that appear on your mobile phone bill, you may

contact your mobile provider's customer service division.

5. Sometimes, use of mobile billing in a funding transaction may lead to charges that, for various technical reasons beyond our control, cannot be refunded to you. In these cases, we have the right, but not the obligation, to issue you a courtesy credit to your electronic value Balance.

8. Boleto (Pre-paid). If you use boleto as a payment method, you consent to the following applicable risks and other terms:

1. Refunds. **Due to technical limitations, we are able to provide refunds ONLY by making cash deposit into a bank account.** If you make a purchase with boleto and later request a refund for any reason, **you MUST have a bank account in order to receive the refund.** Additionally, the name on the bank account receiving the refund deposit MUST match the name on the boleto used to make the payment.

2. Safety. We may delay or limit the availability of your purchase, for either safety reasons, or to make sure we possess all relevant information necessary to process the payment and deliver to you what you have paid for.

3. Information. You agree and consent that we will store your tax id (CNPJ/CPF). We may use your tax id to obtain additional information about you, necessary to process the payment, from the federal tax id registration database provided by the Brazilian government, via a third-party processor. We will also

submit final tax documents to the Brazilian government as required.

3. Actions We May Take

1. At-will use. We may revoke your eligibility to use Facebook Payments at any time at our sole discretion.
2. Inquiries. By using Facebook Payments, you acknowledge and agree that we may make any inquiries that we consider necessary, either directly or through third parties, concerning your identity and creditworthiness.
3. Our right to cancel. We may cancel any transaction if we believe the transaction violates these Terms or the [Statement of Rights and Responsibilities](#), or if we believe doing so may prevent financial loss. We may also cancel any electronic value accumulated, transferred, assigned, or sold as a result of fraudulent or illegal behavior.
4. Payment limitations. In order to prevent financial loss to you or to us, we may place a delay on a payment for a period of time, or limit funding instruments for a transaction, or limit your ability to make a purchase, or deactivate your account.

5. Sharing of information. In order to prevent financial loss to you or to us, we may contact your funding instrument issuer, law enforcement, or affected third parties (including other users) and share details of any payments you are associated with, if we believe doing so may prevent financial loss or a violation of law.

6. Abandoned Property. If you leave a Balance unused for the period of time set forth by your state, country, or other governing body in its unclaimed property laws, or if you delete your account and leave a Balance, or if we deactivate your account and you do not meet any conditions necessary to reinstate it within six (6) months, we may process your balance in accordance with our legal obligations, including by submitting funds associated with your Balance to the appropriate governing body as required by law.

4. Disputes and Reversals

1. Customer assistance. Subject to Sections 4.2, 4.3, 4.4, and 4.5 below, we provide various tools in our Facebook Payments [Support Center](#) to assist you in communicating with a third party to resolve a dispute arising from a payment transaction.

2. No liability for spend transaction. If you enter into a transaction with a third party and have a dispute over the goods or services you purchased, we have no liability for the goods or services underlying the

transaction. Our only responsibility is to handle your funding transaction. All funding transactions are final unless required by law. If you order something that becomes unavailable before it can be provided to you, you may request a refund of your funded amount.

3. Duty to notify us. If you believe that an unauthorized or otherwise problematic transaction has taken place under your account, you agree to notify us immediately, so that we may take action to prevent financial loss. Unless you submit the claim to us within 30 days after the charge, you will have waived, to the fullest extent permitted by law, all claims against us arising out of or otherwise related to the transaction.

4. Intervention. We may intervene in disputes concerning payments that may arise between you and a developer, but we have no obligation to do so.

5. Technical difficulties. If you experience a technical failure or interruption of service that causes your funding transaction to fail, you may request that your transaction be completed at a later time.

5. Special Provisions Applicable to Advertisers

1. Agreement to pay. When you purchase advertising or promoted posts on or through Facebook, you

agree to pay all amounts specified in the order, along with any applicable taxes.

2. Consent to credit check. Without limiting Section 3.2 above, your order constitutes your written authorization for us to obtain your personal and/or business credit report from a credit bureau. We may obtain your credit report when you place an order, or at any time thereafter.

3. Security. You are responsible for maintaining the security of your advertising account, and you understand that you will be charged for any orders placed on or through your advertising account.

4. Direct debit. If you are making direct debit payments, you agree that we can charge you any amount that falls within the range you agreed to upon signup. We will notify you in advance if any charge will exceed the agreed-upon range. If you want to change your preferred payment method from direct debit, you can do so from within your Facebook Payment Settings.

5. Cancellation. You can cancel an advertising order at any time through our online portal, but your ads may run for several days after you notify us, and you are still responsible for paying for those ads.

6. Tax liability. The amounts charged to you by us, whether through your credit card or otherwise, may be subject to and include applicable taxes, including without limitation withholding taxes. It is your responsibility to remit any taxes that apply to your transactions. You agree to indemnify and hold us harmless from and against any claim arising out of your failure to do so.

7. Delinquent accounts. If you purchase advertising, and your payment method fails or your account is past due, we may take steps to collect past due amounts using other collection mechanisms. You agree to pay all expenses associated with such collection, including reasonable attorneys' fees. Interest will accrue on any past due amounts at the rate of the lesser of 1% per month or the lawful maximum.

8. Prepaid Account. You may have the option to purchase ads with a prepaid account. Amounts prepaid are non-refundable except where required by law. Facebook is not a bank and does not offer banking services; accordingly, prepaid amounts do not earn interest, are not deposit obligations, and are not insured by the Federal Deposit Insurance Corporation, the Financial Services Compensation Scheme, or any other entity or insurance scheme, whether governmental or private.

6. Notices and Amendments to These Terms

1. Notice to you. By using the Facebook Payments service, you agree that we may communicate with you electronically any important information regarding your purchases or your account. We may also provide notices to you by posting them on our website, or by sending them to an email address or street address that you previously provided to us. Website and email notices shall be considered received by you within 24 hours of the time posted or sent; notices by postal mail shall be considered received within three (3) business days of the time sent.
2. Notice to us. Except as otherwise stated, you must send notices to us relating to Facebook Payments and these Terms by postal mail to: Facebook, Attn: Legal Department, 1601 Willow Avenue, Menlo Park, California, 94025.
3. Amendment guidelines. We may update these Payments Terms at any time without notice as we deem necessary to the full extent permitted by law. The Payments Terms in place at the time you confirm a transaction will govern that transaction.

7. Customer Complaints

1. Alaska users: If you have concerns with respect to the money transmission activities conducted via this

website, you may [contact](#) the Alaska Division of Banking and Securities at 907-269-8140, or by mailing this [form](#) to 550 West 7th Avenue, Suite 1850, Anchorage, AK 99501.

2. California users: If you have complaints with respect to any aspect of the money transmission activities conducted via this website, you may contact the California Department of Business Oversight at its toll-free telephone number, 1-866-275-2677, by e-mail at consumer.services@dbo.ca.gov, or by mail at Department of Business Oversight, Consumer Services, 1515K Street, Suite 200, Sacramento, CA 95814.

3. Colorado users: Entities other than FDIC-insured financial institutions that conduct money transmission activities in Colorado, including the sale of money orders, transfer of funds, and other instruments for the payment of money or credit are required to be licensed by the Colorado Division of Banking pursuant to the Money Transmitters Act, Title 12, Article 52, Colorado Revised Statutes. If there are questions or concerns regarding a transaction with a licensee, please contact the Colorado Division of Banking at 303-894-7575 or by mail at: Colorado Division of Banking, 1560 Broadway, Suite 975, Denver, Colorado 80202. Consumer complaints should be in writing, providing as much detail as possible. Please include the following information. (1) The name of the institution and the name of any person(s) at the institution with whom the complainant has had

contact. Include telephone number(s) and addresses. (2) A complete description of the complaint and any efforts that have been made to resolve the complaint directly with the institution. (3) Copies of any available documentation supporting the complaint and efforts toward resolution. (4) Any suggestions regarding a preferred resolution of the complaint.

4. Florida users: If you are a user in the State of Florida and you still have an unresolved complaint regarding Facebook Payments Inc.'s money transmission activity after first contacting Facebook Payments Inc., please direct your inquiry to: Florida Office of Financial Regulation, 200 E. Gaines Street, Tallahassee, FL 32399-0376, or at 1-800-848-3792.

5. Illinois users: If you are a user in the State of Illinois and you still have an unresolved complaint regarding Facebook Payments Inc.'s money transmission activity after first contacting Facebook Payments Inc., please direct your inquiry to: Illinois Department of Financial and Professional Regulation at 1-888-298-8089.

6. Maryland users: The Commissioner of Financial Regulation for the State of Maryland will accept all questions or complaints from Maryland residents regarding Facebook Payments Inc., license number 9180, at Commissioner of Financial Regulation, Attention: Consumer Services Unit, 500 North

Calvert Street, Suite 402, Baltimore, Maryland 21202. The Commissioner's toll-free telephone number is: 1-888-784-0136.

7. Texas users: If you have a complaint, first contact the consumer assistance division of Facebook Payments Inc. online at the [Facebook Payments Support Center](#) or through our automated toll-free Facebook Payments customer support line at 1-866-238-8605. If you still have an unresolved complaint regarding Facebook Payments Inc.'s money transmission or currency exchange activity, please direct your complaint to: [Texas Department of Banking](#), 2601 North Lamar Boulevard, Austin, Texas 78705, 1-877-276-5554 (toll-free), www.dob.texas.gov.

8. Additional Terms

1. Conflict of terms. All of the commitments you make in the Facebook [Statement of Rights and Responsibilities](#) apply to your use of Facebook Payments. In the event of any conflict between these Terms and the Facebook Statement of Rights and Responsibilities, the Community Payments Terms shall prevail.
2. Conflict of laws. Some countries may restrict or prohibit your ability to make payments through Facebook. Nothing in these Terms should be read to override or circumvent any such foreign laws.

3. Courtesy translations. These Terms were written in English (US). To the extent any translated version of these terms conflicts with the English version, the English version controls.

4. “Us”. Without limiting Section 8.1, above, the following are the entities to which “us,” “we,” “our,” or “Facebook” refer:

1. If you are a resident of or have your principal place of business in the U.S. or Canada, these Payments Terms are between you and Facebook Payments Inc., a Florida corporation.

1. To view Facebook Payments Inc.'s [Privacy Policy](https://www.facebook.com/payments_terms/privacy), please visit https://www.facebook.com/payments_terms/privacy.

2. Facebook Payments Inc. is licensed as a transmitter of money in various jurisdictions in the United States. To view Facebook Payments Inc.'s [Money Transmitter Licenses](https://www.facebook.com/payments_terms/licenses), please visit https://www.facebook.com/payments_terms/licenses.

2. If you are a resident of or have your principal place of business in a country other than the U.S. or Canada, these Payments Terms are between you and Facebook Payments International Ltd., a private limited company in the Republic of Ireland.

3. However, if you are a resident of or have your principal place of business in Brazil, your payment may be taken directly by Facebook Online Serviços do Brasil Ltda in accordance with these Terms.

4. In all cases, transactions using an electronic value Balance as a payment method as contemplated in Section 2.5, above, are processed by Facebook Payments Inc., a Florida corporation.

Advertising Policy

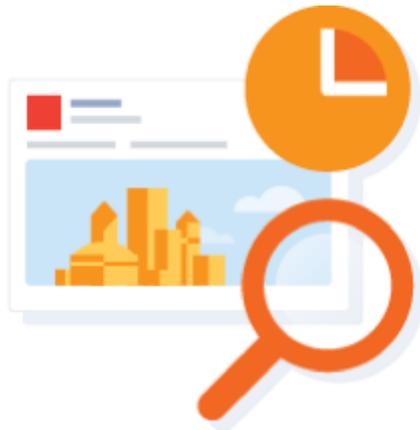
Overview

The Ad Review Process

Before ads show up on Facebook or Instagram, they're reviewed to make sure they meet our Advertising Policies (formerly known as the "Advertising Guidelines").

Typically most ads are reviewed within 24 hours, although in some cases it may take longer.

Below are three of the most common reasons why ads don't pass our review.



Using Text in Images

Ads may not include images with text that covers more than 20% of the image's area. In part, this is because using images with

minimal text makes your content more engaging and helps to ensure that people only see high-quality content on Facebook and Instagram. This guideline applies to all ads, including video thumbnails. You can use our [grid tool](#) to see if your ad images meet the requirement for this policy. [Learn more](#) about this policy. If you still have questions about an ad of yours that was disapproved, please [contact us](#).

Mentioning Facebook in Your Ads
Sometimes you may need to refer to Facebook in an ad. There are a few rules to remember when you do this.
Do:



- Write “Facebook” with a capital “F”
- Display the word “Facebook” in the same font size and style as the content surrounding it

Don't:

- Use the Facebook logo in place of the word “Facebook”
- Make Facebook plural, use it as a verb or abbreviate it
- Use an altered version of the Facebook logo in the image for your ad

[Learn more](#) about this policy. If you have questions about an ad of yours that was wasn't approved, please [contact us](#).



Age-Restricted Material
Some ads aren't approved because they might be trying to show photos or messages to an audience that's too young. For example, ads for alcohol must meet certain guidelines which include restrictions on age based on the targeted location's laws on alcohol ads. [Learn more](#) about this policy. If you have questions about an ad of yours that was disapproved, please [contact us](#).

Things You Should Know

1. The Advertising Policies apply to (1) all ads and commercial content served by or purchased through Facebook, on or off the Facebook services, including ads purchased under AAAA/IAB Standard Terms and Conditions, (2) ads appearing within apps on Facebook, and (3) ads on Instagram. Your use of Facebook's advertising products and services is part of "Facebook" under Facebook's Statement of Rights and Responsibilities (<https://www.facebook.com/legal/terms>, the "SRR")

and is subject to the SRR. You may be subject to additional terms or guidelines if you use Instagram or certain Facebook advertising-related products or services.

2. Advertisers are responsible for understanding and complying with all applicable laws and regulations. Failure to comply may result in a variety of consequences, including the cancellation of ads you have placed and termination of your account.
3. We do not use sensitive personal data for ad targeting. Topics you choose for targeting your ad don't reflect the personal beliefs, characteristics or values of users.
4. If you are managing ads on behalf of other advertisers, each advertiser or client must be managed through separate ad accounts. You must not change the advertiser or client associated with an established ad account; set up a new account. You are responsible for ensuring that each advertiser complies with these Advertising Policies.
5. We reserve the right to reject, approve or remove any ad for any reason, in our sole discretion, including ads that negatively affect our relationship with our users or that promote content, services, or activities, contrary to our competitive position, interests, or advertising philosophy.
6. For policies that require prior written permission, Facebook or a [Facebook Company](#) may grant these permissions.
7. These policies are subject to change at any time without notice.

Prohibited Content

1. Ads must not constitute, facilitate, or promote illegal products, services or activities. Ads targeted to minors must not promote products, services, or

content that are inappropriate, illegal, or unsafe, or that exploit, mislead, or exert undue pressure on the age groups targeted.

2. Ads must not promote the sale or use of the following:
 1. Illegal, prescription, or recreational drugs;
 2. Tobacco products and related paraphernalia;
 3. Unsafe supplements, as determined by Facebook in its sole discretion;
 4. Weapons, ammunition, or explosives; or
 5. Adult products or services (except for ads for family planning and contraception).
3. All ads must not violate our [Community Standards](#). Ads on Instagram must not violate the [Instagram Community Guidelines](#). Additionally, ads must not contain any of the following:
 1. Content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.
 2. Adult content. This includes nudity, depictions of people in explicit or suggestive positions, or activities that are overly suggestive or sexually provocative.

EXAMPLE

Images may not be overly sexual, imply nudity, show excessive amounts of skin or cleavage, or focus unnecessarily on body parts - even if portrayed for artistic or educational reasons.



Avoid images that are overly sexual.



Avoid images that are sexually suggestive.

3. Shocking, sensational, disrespectful, or excessively violent content.

EXAMPLE

Images that are scary, gory or sensational are not allowed as they may shock or evoke a negative response from viewers.



Avoid images that may shock or scare viewers.



Avoid images that are violent or confronting.

4. Content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person's

race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record, or name.

EXAMPLE: RACE, RELIGION, NAME

Referring to people's personal attributes is not allowed. Using the word "other" may also cause your ad to be disapproved.

	Meet Black Men today.		Find Other Black Singles.
	Meet Christian Women.		Are You Christian?
	Personalized T-Shirts.		Buy This Shirt, Greg.

These statements describe a service or product. They don't describe a person.

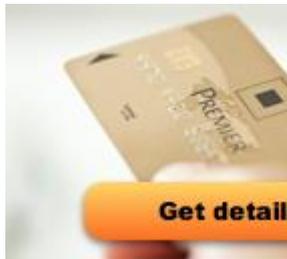
Avoid statements that assert or imply the race, religion or name of a person.

5. Deceptive, false, or misleading content, including deceptive claims, offers, or business practices.
6. Content that exploits controversial political or social issues for commercial purposes.
7. Audio or flash animation that plays automatically without a person's interaction or expands within Facebook after someone clicks on the ad.
8. Non-functional landing pages. This includes landing pages that interfere with a person's ability to navigate away from the page.

9. Spyware, malware, or any software that results in an unexpected or deceptive experience. This includes links to sites containing these products.
10. Bad grammar or punctuation. Symbols, numbers, and letters must be used properly.
11. Images that portray nonexistent functionality.

EXAMPLE

Images may not portray nonexistent functionality such as a "play" button that suggests video capability or a "close" button that doesn't close.



The button in this image accurately describes what happens if someone clicks the ad.



Avoid images that feature misleading elements, such as "play" buttons.

12. Images that contain "before-and-after" images or images that contain unexpected or unlikely results.

EXAMPLE

Images that emphasize an “ideal” body or body parts, or images showing unexpected or unlikely results - such as “before and after images” - are not allowed.



This image focuses on healthy habits rather than physical attributes.



Avoid "before and after" images.

13. Payday loans, paycheck advances or any other short-term loan intended to cover someone's expenses until their next payday.

Restricted Content

1. **Alcohol:** Ads that promote or reference alcohol must: (i) Comply with all applicable local laws, required or established industry codes, guidelines, licenses and approvals and (ii) apply age and country targeting criteria consistent with Facebook's targeting guidelines and applicable local laws. Note that ads that promote or reference alcohol are prohibited in the some countries, including but not limited to: Afghanistan, Brunei, Bangladesh, Egypt, Gambia, Kuwait, Libya, Norway, Pakistan, Russia, Saudi Arabia, Turkey, United Arab Emirates, or Yemen.

MORE INFORMATION

Targeting: Subject to all applicable laws, regulations, industry codes and these guidelines. You may only target alcohol ads to the following age groups:

1. 25 years or older in India and Sweden.
2. 21 years or older in Cameroon, Micronesia, Palau, Solomon Islands, Sri Lanka and the US.
3. 20 years or older in



Japan,
Iceland

,
Thailand and
Paraguay.

4. 19 years or older in Canada, Korea and Nicaragua.
5. 18 years or older in other country (excluding those countries specified in Section 3.1 of these

Advert
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s).

2. **Dating:** Ads for online dating services are only allowed with prior written permission. These must adhere to the dating targeting requirements and our dating quality guidelines found [here](#).
3. **Online real money gambling/games of skill:** Ads that promote or facilitate online real money gambling, real money games of skill or real money lotteries, including online real money casino, sports books, bingo, or poker, are only allowed with prior written permission.
4. **State lotteries:** Lotteries run by government entities may advertise on Facebook, provided the ads are targeted in accordance with applicable law in the jurisdiction in which the ads will be served and only target users in the jurisdiction in which the lottery is available.
5. **Online pharmacies:** Ads for online and offline pharmacies are only permitted with prior written permission.
6. **Supplements:** Ads that promote acceptable dietary and herbal supplements may only target users who are at least 18 years of age.
7. **Subscription services:** Ads for subscription services, or that promote products or services that include negative options, automatic renewal, free-to-pay conversion billing products, or mobile marketing are subject to our subscription services requirements found [here](#).

Video Ads

1. Video ads and other dynamic ad types must comply with all of the rules listed in these Advertising Policies, including the Community Standards, as well as the below policies.
 1. Prohibited content:
 - i. Interruptive experiences: Videos and other similar ad types must not use overly disruptive tactics, such as flashing screens.
 2. Entertainment related restrictions:
 - i. Ads for movie trailers, TV shows, video game trailers, and other similar content intended for mature audiences are only allowed with prior written permission from Facebook and must target people who are at least 18 years of age. Excessive depictions of the following content within these ads are not allowed:
 1. Drugs and alcohol use
 2. Adult content
 3. Profanity
 4. Violence and gore

Targeting

1. You must not use targeting options to discriminate against, harass, provoke, or disparage users or to engage in predatory advertising practices.
2. If you target your ads to custom audiences, you must comply with the [applicable terms](#) when creating an audience.

Positioning

1. **Relevancy:** All components of an ad, including any text, images, or other media, must be relevant and appropriate to the product or service being offered and the audience viewing the ad.
2. **Accuracy:** Ads must clearly represent the company, product, service, or brand that is being advertised.
3. **Landing pages:** Products and services promoted in the ad copy must match those promoted on the landing page, and the destination site may not offer or link to any prohibited product or service.

Text in Images

1. Ads must not include added or excessive text that comprises more than 20% of the image.

EXAMPLE

The 20% text policy doesn't include:

- Pictures of products that include text on the actual product (ex: book covers, album covers, movie posters).
- Embedded text on images of games and apps.
- Cartoons where text is part of the cartoon.

The 20% text policy does include:

- Logos and slogans.
- Images with text overlay (ex: watermarks).
- Images that are clearly edited to include text on the product as a loophole to policy.

Keep in mind text will be marked even if it occupies only a small portion of a box in the [grid tool](#).



The only thing we consider text in this image is the logo on the bottom left.



The amount of text in this image exceeds our 20% policy and would not be allowed in an ad.

Lead Ads

1. Advertisers must not create Lead Ads questions to request the following types of information without our prior written permission:
 1. The same or substantially similar information that you could use a Template Question to request;
 - If we have a Template Question asking for information, you must use the Template Question rather than write your own question. For example, if you want to learn a person's age, you should use "Date of Birth," not your own question asking, "How old are you?" or "What year were you born?"
 2. Government-issued identifiers;
 - Including Social Security numbers, passport numbers or driver's license numbers.

3. Financial information;

- Including bank account numbers, bank routing numbers, credit or debit card numbers, credit scores, income, net worth or how much debt someone has.

4. Account numbers;

- Including frequent flyer numbers, loyalty card numbers or cable/telephone account numbers.

5. Health information;

- Including physical health, mental health, medical treatments, medical conditions or disabilities.

6. Insurance information;

- Including current insurance policy numbers.

7. Usernames or passwords;

- Including usernames and passwords for existing and new accounts. For example, you shouldn't ask a person to create a username and set a password in your Lead Ad. If you're interested in having people sign up for an account, please consider using our "Continued Flow" option so the person can sign up through your website.

8. Race or ethnicity;

- For example, you shouldn't ask if the person identifies as African American, Hispanic, Asian or Caucasian.
9. Sexual orientation or information about the sexual life of the individual;
 - Including what gender(s) the person prefers to date.
 10. Religion or philosophical beliefs;
 - For example, you shouldn't ask if the person is a Christian or if they support the death penalty.
 11. Political affiliation;
 - For example, you shouldn't ask if a person is a registered Democrat, Republican, or Independent, or whether the person supports a particular politician. Similarly, you must not ask how a person plans to vote or has voted in previous elections.
 12. Trade Union membership status; or
 - For example, you shouldn't ask if the person is in a union, or what union the person is a part of.
 13. Criminal or arrest history;
 - For example, you shouldn't ask whether a person has been charged or convicted of a crime.

Use of our Brand Assets

1. Ads must not imply a Facebook or Instagram endorsement or partnership of any kind, or an endorsement by any other [Facebook Company](#).
2. Ads linking to Facebook or Instagram branded content (including Pages, groups, events, or sites that use Facebook Login) may make limited reference to "Facebook" or "Instagram" in ad text for the purpose of clarifying the destination of the ad.
3. All other ads and landing pages must not use our copyrights, [Trademarks](#), or any confusingly similar marks, except as expressly permitted by our [Brand Usage Guidelines](#) or the [Instagram Brand Guidelines](#), or with our prior written permission.

Data Use Restrictions

1. Ensure any ad data collected, received or derived from your Facebook or Instagram ad ("Facebook advertising data") is only shared with someone acting on your behalf, such as your service provider. You are responsible for ensuring your service providers protect any Facebook advertising data or any other information obtained from us, limit their use of all of that information, and keep it confidential and secure.
2. Don't use Facebook advertising data for any purpose (including retargeting, commingling data across multiple advertisers' campaigns, or allowing piggybacking or redirecting with tags), except on an aggregate and anonymous basis (unless authorized by Facebook) and only to assess the performance and effectiveness of your Facebook advertising campaigns.
3. Don't use Facebook advertising data, including the targeting criteria for your ad, to build, append to, edit, influence, or augment user profiles, including profiles associated with any mobile device identifier

or other unique identifier that identifies any particular user, browser, computer or device.

4. Don't transfer any Facebook advertising data (including anonymous, aggregate, or derived data) to any ad network, ad exchange, data broker or other advertising or monetization related service.

Self-serve Ads Terms

The following terms (the “Self-Serve Ad Terms”) apply to your use of the self-service advertising interfaces and APIs for creation, submission and/or delivery of any advertising or other commercial or sponsored activity or content (collectively, the “Self-Serve Ad Interfaces”) and any order you place through the Self-Serve Ad Interfaces (“Order”). You can target your desired audience by buying ads to be delivered on Facebook, Instagram or our publisher network.

1. When you place an Order, you will tell us the type of advertising you want to buy, the amount you want to spend, and your bid. If we accept your Order, we will deliver your ads as inventory becomes available. When serving your ad, we do our best to deliver the ads to the audience you specify, although we cannot guarantee in every instance that your ad will reach its intended target.
2. In instances where we believe doing so will enhance the effectiveness of your advertising campaign, we may broaden the targeting criteria you specify.
3. You will pay for your Orders in accordance with our [Community Payments Terms](#). The amount you owe will be calculated based on our tracking mechanisms.
4. Your ads will comply with our [Advertising Policies](#).
5. We will determine the size, placement, and positioning of your ads.
6. We do not guarantee the activity that your ads will receive, such as the number of clicks your ads will get.
7. We cannot control how clicks are generated on your ads. We have systems that attempt to detect and filter certain click activity, but we are not responsible for click fraud, technological issues, or other potentially invalid click activity that may affect the cost of running ads.

8. You can cancel your Order at any time through our online portal, but it may take up to 24 hours before the ad stops running. You are responsible for paying for all ads that run.
9. Our license to run your ad will end when we have completed your Order. You understand, however, that if users have interacted with your ad, your ad may remain until the users delete it.
10. We can use your ads and related content and information for marketing or promotional purposes.
11. You will not issue any press release or make public statements about your relationship with Facebook or the Facebook Services without our prior written permission.
12. We may reject or remove any ad for any reason.
13. If you are placing ads on someone else's behalf, you must have permission to place those ads, including the following:
 1. You warrant that you have the legal authority to bind the advertiser to these Self-Serve Ad Terms and the SRR.
 2. You agree that if the advertiser you represent violates these Self-Serve Ad Terms or the SRR, we may hold you responsible for that violation.

The Self-Serve Ad Interfaces are part of “Facebook” under Facebook’s [Statement of Rights and Responsibilities](#) (the “SRR”), and the SRR continues to apply to your use of the Self-Serve Ad Interfaces and any other use of Facebook. In the event of any conflict between these Self-Serve Ad Terms and the SRR, these Self-Serve Ad Terms shall govern with respect to your use of the Self-Serve Ad Interfaces to the extent of the conflict. We may ask you to review and accept supplemental terms that apply to your use of a specific feature or functionality made available through the Self-Serve Ad Interfaces. To the extent those supplemental

terms conflict with these Self-Serve Ad Terms, the supplemental terms will govern with respect to your use of the specific feature or functionality to the extent of the conflict. We may change or update these Self-Serve Ad Terms from time to time and your continued use of the Self-Serve Ad Interfaces constitutes acceptance of those changes. These Self-Serve Ad Terms will terminate in the event of any termination of the SRR, but the following provisions will still apply: the lead-in paragraph, Sections 2, 5, 7, 9, 15 and this paragraph.

Intellectual Property Issues

About Intellectual Property

Facebook is committed to helping people and organizations protect their intellectual property rights. The Facebook [Statement of Rights and Responsibilities](#) does not allow posting content that violates someone else's intellectual property rights, including copyright and trademark.

Copyright

Copyright is a legal right that seeks to protect original works of authorship (ex: books, music, film, art).

Generally, copyright protects original expression such as words or images. It does not protect facts and ideas, although it may protect the original words or images used to describe an idea. Copyright also doesn't protect things like names, titles and slogans; however, another legal right called a [trademark](#) might protect those.

Learn more about [reporting copyright violations](#).

Trademark

A trademark is a word, slogan, symbol or design (ex: brand name, logo) that distinguishes the products or services offered by one person, group or company from another. Generally, trademark law seeks to prevent confusion among consumers about who provides or is affiliated with a product or service.

Learn more about [reporting trademark violations](#).

Community Standards

Helping to keep you safe

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

Direct Threats: How we help people who feel threatened by others on Facebook.

We carefully review reports of threatening language to identify serious threats of harm to public and personal safety. We remove credible threats of physical harm to individuals. We also remove specific threats of theft, vandalism or other financial harm.

We may consider things such as a person's physical location or public visibility in determining whether a threat is credible. We may assume credibility of any threats to people living in violent and unstable regions.

Self-injury: How we work to help prevent self-injury and suicide.

We don't allow the promotion of self-injury or suicide. We work with organisations around the world to provide assistance for people in distress. We prohibit content that promotes or encourages suicide or any other type of self-injury, including self-mutilation and eating disorders. We don't consider body modification to be self-injury. We also remove any content that identifies victims or survivors of self-injury or suicide and targets them for attack, either seriously or humorously. People can, however, share information about self-injury and suicide that does not promote these things.

Dangerous Organisations: What types of organisations we prohibit on Facebook.

We don't allow any organisations that are engaged in the following to have a presence on Facebook:

- terrorist activity, or
- organised criminal activity.

We also remove content that expresses support for groups that are involved in the violent or criminal behaviour mentioned above. Supporting or praising leaders of those same organisations, or condoning their violent activities, is not allowed.

We welcome broad discussion and social commentary on these general subjects, but ask that people show sensitivity towards victims of violence and discrimination.

Bullying and Harassment: How we respond to bullying and harassment.

We don't tolerate bullying or harassment. We allow you to speak freely on matters and people of public interest, but remove content that appears to purposefully target private individuals with the intention of degrading or shaming them. This content includes, but is not limited to:

- Pages that identify and shame private individuals,
- images altered to degrade private individuals,
- photos or videos of physical bullying posted to shame the victim,
- sharing personal information to blackmail or harass people and

- repeatedly targeting other people with unwanted friend requests or messages.

We define private individuals as people who have neither gained news attention nor the interest of the public, by way of their actions or public profession.

Attacks on Public Figures: What protection public figures receive on Facebook.

We permit open and critical discussion of people who are featured in the news or have a large public audience based on their profession or chosen activities. We remove credible threats to public figures, as well as hate speech directed at them – just as we do for private individuals.

Criminal Activity: How we handle reports of criminal activity on Facebook.

We prohibit the use of Facebook to facilitate or organise criminal activity that causes physical harm to people, businesses or animals, or financial damage to people or businesses. We work with the police when we believe that there is a genuine risk of physical harm or direct threats to public safety.

We also prohibit you from celebrating any crimes that you've committed. We do, however, allow people to debate or advocate for the legality of criminal activities, as well as address them in a humorous or satirical way.

Sexual Violence and Exploitation: How we fight sexual violence and exploitation on Facebook.

We remove content that threatens or promotes sexual violence or exploitation. This includes the sexual exploitation of minors

and sexual assault. To protect victims and survivors, we also remove photographs or videos depicting incidents of sexual violence and images shared in revenge or without permission from the people in the images.

Our definition of sexual exploitation includes solicitation of sexual material, any sexual content involving minors, threats to share intimate images and offers of sexual services. Where appropriate, we refer this content to law enforcement. Offers of sexual services include prostitution, escort services, sexual massages and filmed sexual activity.

Regulated Goods

We prohibit any attempts by unauthorised dealers to purchase, sell or trade prescription drugs and marijuana. If you post an offer to purchase or sell firearms, alcohol, tobacco or adult products, we expect you to comply with all applicable laws and carefully consider the audience for that content. We do not allow you to use Facebook's payment tools to sell or purchase regulated goods on our platform.

Encouraging respectful behaviour

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](#).

Nudity

People sometimes share content containing nudity for reasons

such as awareness campaigns or artistic projects. We restrict the display of nudity because some audiences within our global community may be sensitive to this type of content – particularly because of their cultural background or age. In order to treat people fairly and respond to reports quickly, it is essential that we have policies in place that our global teams can apply uniformly and easily when reviewing content. As a result, our policies can sometimes be more blunt than we would like and restrict content shared for legitimate purposes. We are always working to get better at evaluating this content and enforcing our standards.

We remove photographs of people displaying genitals or focusing in on fully exposed buttocks. We also restrict some images of female breasts if they include the nipple, but we always allow photos of women actively engaged in breastfeeding or showing breasts with post-mastectomy scarring. We also allow photographs of paintings, sculptures and other art that depicts nude figures. Restrictions on the display of both nudity and sexual activity also apply to digitally created content unless the content is posted for educational, humorous or satirical purposes. Explicit images of sexual intercourse are prohibited. Descriptions of sexual acts that go into vivid detail may also be removed.

Hate Speech

Facebook removes hate speech, which includes content that directly attacks people based on their:

- race,
- ethnicity,
- national origin,
- religious affiliation,
- sexual orientation,
- sex, gender or gender identity, or
- serious disabilities or diseases.

Organisations and people dedicated to promoting hatred against these protected groups are not allowed a presence on Facebook. As with all of our standards, we rely on our community to report this content to us.

People can use Facebook to challenge ideas, institutions and practices. Such discussion can promote debate and greater understanding. Sometimes people share content containing someone else's hate speech for the purpose of raising awareness or educating others about that hate speech. When this is the case, we expect people to clearly indicate their purpose, which helps us better understand why they shared that content.

We allow humour, satire or social commentary related to these topics, and we believe that when people use their authentic identity, they are more responsible when they share this kind of commentary. For that reason, we ask that Page owners associate their name and Facebook Profile with any content that is insensitive, even if that content does not violate our policies. As always, we urge people to be conscious of their audience when sharing this type of content.

While we work hard to remove hate speech, we also give you tools to avoid distasteful or offensive content. [Learn more](#) about the tools we offer to control what you see. You can also use Facebook to speak up and educate the community around you. Counter-speech in the form of accurate information and alternative viewpoints can help create a safer and more respectful environment.

Violence and Graphic Content

Facebook has long been a place where people share their experiences and raise awareness about important issues. Sometimes, those experiences and issues involve violence and graphic images of public interest or concern, such as human rights abuses or acts of terrorism. In many instances, when people share this type of content, they are condemning it or raising awareness about it. We remove graphic images when they are shared for sadistic pleasure or to celebrate or glorify violence.

When people share anything on Facebook, we expect that they will share it responsibly, including carefully choosing who will see that content. We also ask that people warn their audience about what they are about to see if it includes graphic violence.

Keeping your account and personal information secure

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.

Using Your Authentic Identity: How Facebook's real name requirement creates a safer environment.

People connect on Facebook using their authentic identities. When people stand behind their opinions and actions with their authentic name and reputation, our community is more accountable. If we discover that you have multiple personal profiles, we may ask you to close the additional profiles. We also remove any profiles that impersonate other people.

If you want to create a presence on Facebook for your pet, organisation, favourite film, games character or another purpose, please create a [Page](#) instead of a Facebook Profile. Pages can help you conduct business, stay in touch with fans or promote a cause you care about.

Fraud and Spam: How we protect you from fraud and spam.

We work hard to help ensure that the information you share is secure. We investigate any suspected breach of security. Any attempt to compromise the security of a Profile, including fraud, may be referred to law enforcement. Using misleading or inaccurate information to artificially collect likes, followers or shares is not allowed. We also ask that you respect people by not contacting them for commercial purposes without their consent.

Accounts of Friends or Family Members Who Have Passed Away: How you can create a place to remember lost loved ones on Facebook.

Facebook is a place where people come to share their stories and reminisce about friends and family members who have passed away. Once we receive proof of death, we secure and memorialise accounts. We do this once we receive sufficient proof of death. [Learn more](#) about what happens when we memorialise an account.

Immediate family members can also request that we remove and delete a loved one's profile.

Protecting your intellectual property

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 make

sure that you have the right to do so. We ask that you respect copyrights, trademarks and other legal rights.