

Terms For Conversion Tracking, Custom Audiences From Your Website, and Custom Audiences From Your Mobile App

Facebook provides certain features and tools (e.g., pixels, SDKs and APIs) that you can add to your website or mobile app to allow you to send data about actions that people take on your website or mobile app (“Event Data”) to Facebook to track conversions (“Conversion Tracking”), to create custom audiences of people who have visited your website (“Custom Audiences from your Website”), or to create custom audiences of people who have visited your mobile app (“Custom Audience from your Mobile App”). By clicking “Accept” and using these features and tools, you agree to the following:

A. Facebook will use the Event Data received to provide you with insights about the effectiveness of your ads and the use of your website/app or to create your custom audience (as applicable, depending on the specific features you choose to use), and in accordance with our Data Policy (<https://www.facebook.com/about/privacy/>). Event Data will also enable us to better target ads and to optimize our systems. In connection with such targeting and optimization, Facebook will: (i) use Event Data collected from your website or mobile app for ads optimization only after such Event Data has been aggregated with other data collected from other advertisers or otherwise collected on Facebook and (ii) not allow other advertisers or third parties to target advertising solely on the basis of Event Data collected from your website or mobile app.

B. Event Data will not be disclosed to other advertisers or to third parties, unless we have your permission or are required to do so by law. Facebook will maintain the confidentiality and security of Event Data, including by maintaining technical and physical safeguards that are designed to (a) protect the security and integrity of data while it is within Facebook's systems and (b) guard against the accidental or unauthorized access, use, alteration or disclosure of data within Facebook's systems.

C. You agree and confirm that you have provided robust and sufficiently prominent notice to and obtained the appropriate consent from your users regarding the Event Data collected and used for targeted online advertising. Such notice must include, at a minimum:

If you use Conversion Tracking or Custom Audiences from your Website, a clear and prominent link from each webpage where FB-generated pixels for such features are placed that links to the section of your privacy policy that clearly explains that (a) third parties may use cookies, web beacons, and similar technologies to collect or receive information from your website and elsewhere on the internet and use that information to provide measurement services and target ads, (b) how users can opt-out of the collection and use of information for ad targeting, and (c) where a user can access a mechanism for exercising such choice (e.g., providing a link to www.aboutads.info/choices).

If you use Custom Audiences from your Mobile App, a clear and prominent link that is easily accessible inside your app settings or any privacy policy and from within any store or website where your app is distributed that links to the section of your privacy policy that clearly explains (a) that third parties may collect or receive information from your app and other apps and use that information to provide measurement services and targeted ads, and (b) how and where users can opt-out of the collection and use of information for ad targeting.

D. You agree not to transfer or disclose any personally identifiable information to Facebook or combine any information obtained in connection with these terms with personally identifiable information. You further agree that you will not share with us information that you know or reasonably should know is from or about children under the age of 13 or that includes health, financial, or other categories of sensitive information.

E. You agree that Facebook may include notice in or around your advertisements explaining that the ad is targeted, and you agree that you will not modify, obscure, or otherwise interfere with these notices, including any technical components that enable users to access additional information or choice mechanisms.

F. Facebook may modify, suspend or terminate access to, or discontinue at any time the availability of Conversion Tracking, Custom Audiences from your Website, or Custom Audiences from your Mobile App. You may discontinue your use of the features at any time. You may delete your custom audience from the Facebook system at any time through your account tools.

G. If you are using any of these features on behalf of a third party, you also represent and warrant that you have the authority as agent to such party to use such features on their behalf and bind such party to these terms.

These Terms govern your use of Conversion Tracking, Custom Audiences from your Website, or Custom Audiences from your Mobile App. These features are part of “Facebook” under Facebook’s Statement of Rights and Responsibilities (<https://www.facebook.com/legal/terms>, the “SRR”), and your use of these

features is deemed part of your use of, and actions on, “Facebook.” These Terms do not replace any terms applicable to your purchase of advertising inventory from Facebook, and such terms will continue to apply to your ad campaigns for which you are using Conversion Tracking, Custom Audiences from your Website, or Custom Audiences from your Mobile App. In the event of any conflict between these Terms and such terms or the SRR, these Terms will govern solely with respect to your use of Conversion Tracking, Custom Audiences from your Website, or Custom Audiences from your Mobile App, and solely to the extent of the conflict. Facebook reserves the right to monitor or audit your compliance with these terms and to update these terms from time to time, and your continued use of these features constitutes acceptance of those changes.