

Five things to know about Apple's new "tracking" prompt

Helping you make an informed decision about Apple's iOS 14 changes to how apps can collect and share data.



Apple now requires apps to display a prompt asking for people's permission to use information from other apps and websites — except they've carved out their own apps from their own rules.



If you accept for Facebook and Instagram, the ads you see on those apps won't change. If you decline, you will still see ads, but they will be less relevant to you.



Apple's prompt discourages people from opting in by leaving out important context like how personalized ads help keep apps free. This benefits Apple's bottom line.



To help people make an informed decision, we're also showing our own screen with information about how we use personalized ads and the controls we offer within our apps.



Agreeing to these prompts doesn't mean Facebook will collect new types of data; it just means that we can continue to show you ads that are more personalized on our apps.