

Stop Facebook from using you in ads

Facebook is in hot water a while back for using people's names and images in advertisements without clear permission. Some folks got angry about these "Sponsored Stories" and sued the social network. Facebook ended up paying out \$20 million and had to update its privacy policy. Facebook has updated its privacy policy again to clear up any lingering confusion. But not in the way you might think.

Here's the gist of the change: If you post anything on Facebook, you're giving the site explicit permission to use your name and image in ads. There's no opt-out option - not even for minors.

If you post something like "Having a great dinner at Chili's with the family," Facebook can turn your post into an ad for Chili's and share it with your Facebook friends and acquaintances.

So, is it time to shut down your Facebook profile for good? Before you do that, let me show you a few tricks to keep your face and names out of Facebook ads. Facebook creates ads based on things you Like. So, the easiest way to keep your image out of ads is to clean out your Likes.

Go to your Facebook Timeline page. Click on the Activity Log button. Once it opens, go to the left column and click the Likes link. Select Pages and Interests. You should see a list of everything you've liked on the site. Go through the list to find products or businesses. Click on the pencil icon to "unlike" businesses that might advertise on Facebook.

You don't have to "unlike" everything, of course. I don't advertise on Facebook, for example. You can [Like my Facebook page](#) and not worry about turning up in ads.

Facebook isn't just targeting your Likes page. Your activity can be turned into ads, too.

If you check-in at Starbucks and rave about the espresso you just had, your post might show up as a Starbucks ad on your friends' news feed. *The easiest way to stop these posts from turning up as ads is to be selective with your check-ins and reviews.* The less you give Facebook to work with, the lower the odds your posts will show up in ads.

- See more at:

http://www.komando.com/tips/index.aspx?id=15139&utm_medium=nl&utm_source=asd&utm_content=2013-11-26-fifl-totd-cta&page=2#sthash.NNENDWtO.dpuf