

Off-Facebook activity tool

John Allen – Feb 2020

You may have seen the segment on [Channel 7 Sunrise on 30 January on the revealing “off-Facebook” privacy issues](#) where web sites that you visit send data about you to Facebook and it is then linked to your Facebook account.

Outrageous? Yes.

The Gadget Guy produced the article, available here:

<https://www.gadgetguy.com.au/off-facebook-activity-tool-search-and-destroy/>

“Officially, ‘Off-Facebook activity’ is a summary of activity that businesses and organisations share with Facebook about your interactions, such as visiting their apps, websites, stores, etc. Unofficially, it is a half-hearted, she’ll be right mate, attempt to fend off massive and rightfully restrictive legislation coming from various US and European interests – as well as Australia’s Privacy Commissioner.”

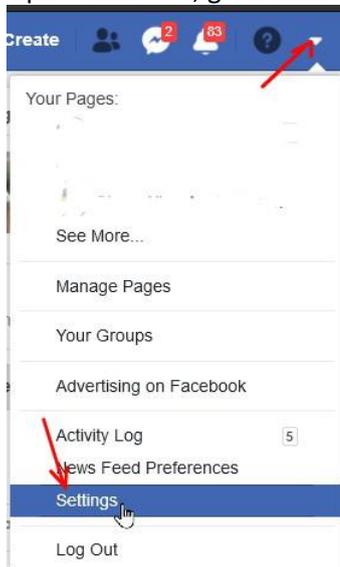
Facebook have provided a very well-hidden option to turn this ‘Off-Facebook activity’. The Gadget Guy’s article has instructions for changing the settings on a smartphone. If you are using a browser to access Facebook, the instructions are below.

Note that if you use your Facebook login on any other websites, logging in to that website will automatically enable the ‘Off-Facebook activity’ for that site again. It is much safer not to use your Facebook (or Google) accounts to login to other web sites, always use a proper username and password.

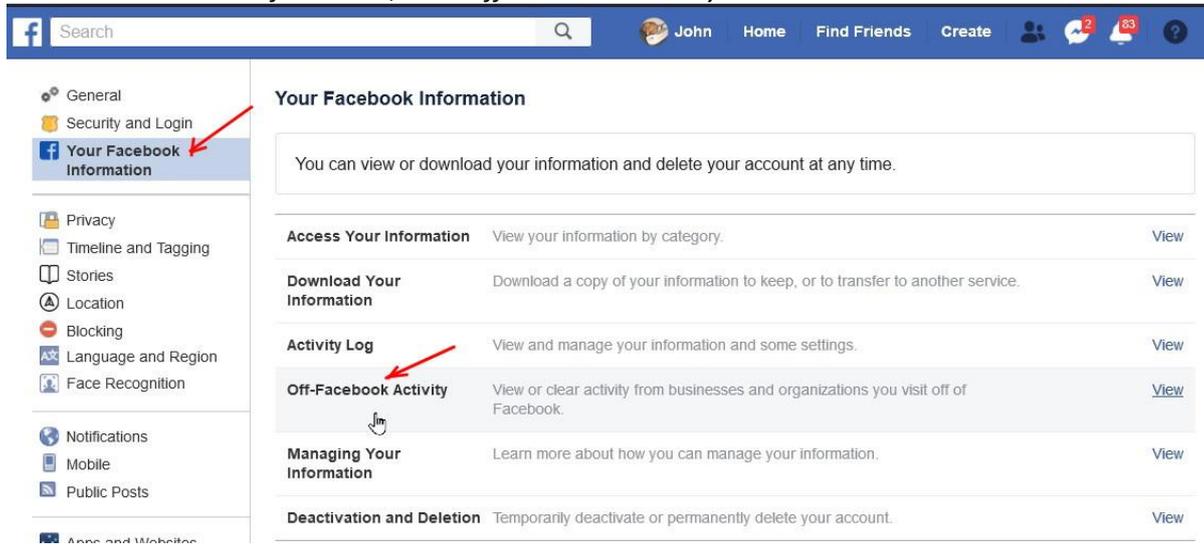
“This information-gathering also happens with other Facebook-owned services like Instagram and WhatsApp. We hope that turning off Facebook spying hobbles these too.”

Turning off ‘Off-Facebook activity’ in a browser:

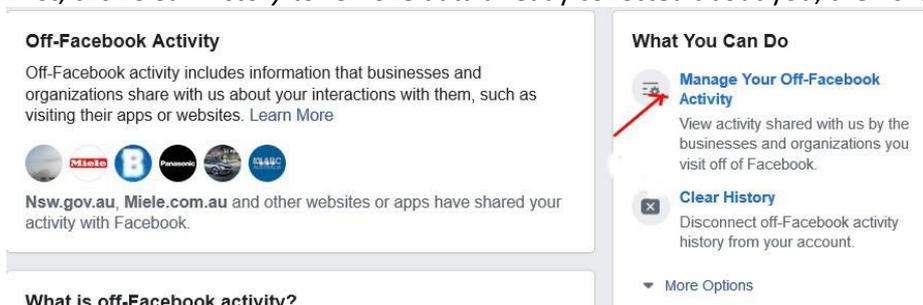
Open Facebook, go to Settings > Your Facebook information



Click *Your Facebook information*, then *Off-Facebook activity*



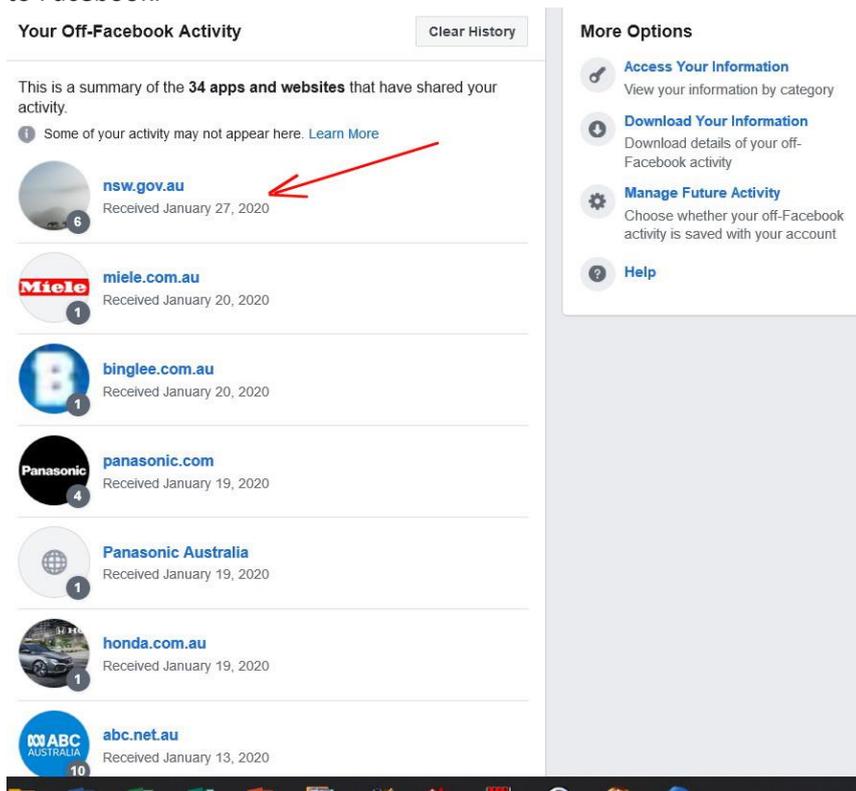
First, click *Clear History* to remove data already collected about you, then click *Manage your Off-Facebook activity*



You may be asked to enter your Facebook password for security

Please enter your password to continue

Then you will see a list of the web sites/ apps that you have visited that have sent information about what you did to Facebook.



Click on any of them to see the details, for example, this is what NSW Government web site sends to Facebook.

Activity Details

 **nsw.gov.au**
Last received on January 27, 2020

How did Facebook get this activity?

 This activity was shared using Facebook's business tools. ▼

 **6 interactions** were received. ▼

What does Facebook do with your activity?

We use your activity to:

- Show you things you might be interested in, like events you might want to go to.
- Show you relevant ads that introduce you to new products and services.
- We do not reveal your information to nsw.gov.au.
- We don't sell your information to anyone.

What You Can Do

-  View nsw.gov.au
-  Turn off future activity from nsw.gov.au
-  Give feedback about this activity

Close

To proceed, click *Manage Future Activity*

More Options

-  **Access Your Information**
View your information by category
-  **Download Your Information**
Download details of your off-Facebook activity
-  **Manage Future Activity** 
Choose whether your off-Facebook activity is saved with your account
-  **Help**

Click *Manage Future Activity* AGAIN!

Manage Future Activity

How do we use your off-Facebook activity?

We connect your off-Facebook activity to your account to do things like:

- Show you relevant ads and introduce you to new products and services.
- Create a more personalized experience for you by suggesting things you might be interested in, like events you might want to go to.

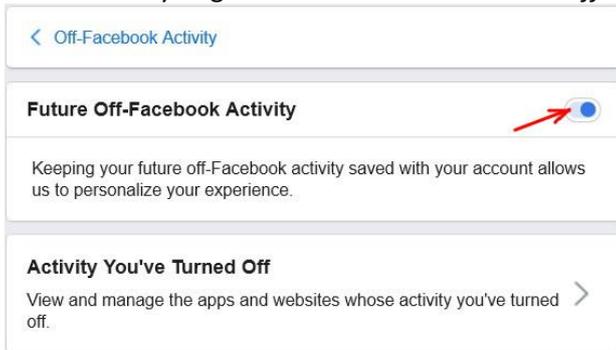
How Your Activity May Be Used

 You may have seen ads for hotel deals if you've been visiting travel websites.

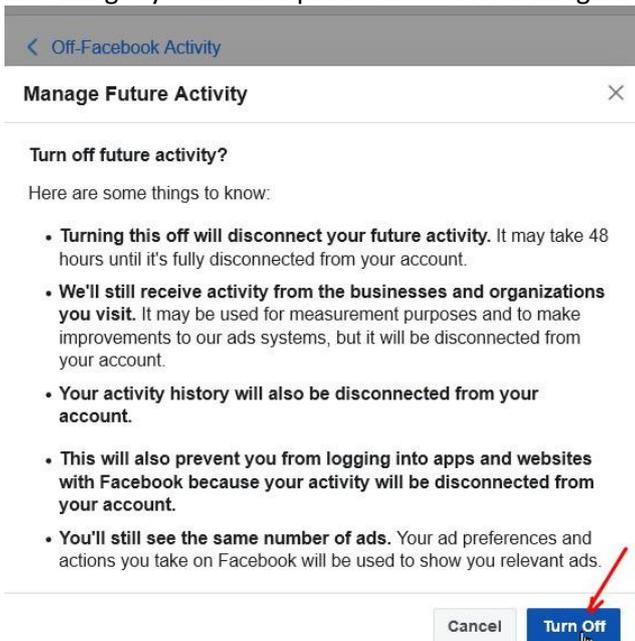
 You may have seen events for fitness classes if you've recently purchased or viewed athletic apparel.

Close **Manage Future Activity** 

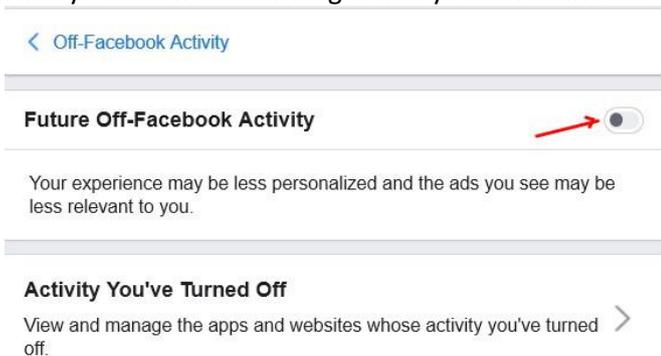
At last! Now you get a switch – turn off *Future Off-Facebook activity*



You will get yet another plea to not turn it off. Ignore it and click *Turn Off*



Finally!!! it now acknowledges that you have turned it off!



Turning off 'Off-Facebook activity' on the smartphone app:

To delete historical info

Go to your Facebook profile by tapping your name or profile picture at the top right of Facebook. Click *Activity Log* in the bottom right of your cover photo. In the left column, click *More*, and then select *Search History*. Tap next to the search you want to remove, then click *Delete*. Tap *Remove Search* to confirm your decision.

To stop future activity being associated with your account

In Facebook Options, go to *More Options > Manage Future Activity > Manage Future Activity*. Click *Future Off-Facebook Activity*, then click *Turn Off* to turn off your future off-Facebook activity.