

## Recommended Ad Settings

**Facebook Ads**


**Third Party Sites** Facebook does not give third party applications or ad networks the right to use your name or picture in ads. If we allow this in the future, the setting you choose will determine how your information is used.

You may see social context on third party sites, including in ads, through Facebook social plugins. Although social plugins enable you to have a social experience on a third party site, Facebook does not share your information with the third party sites hosting the social plugins. Learn more about social plugins.

If we allow this in the future, show my information to

**Save Changes** **Cancel**

**Ads and Friends** Here's an example of a Facebook Ad:



This setting only applies to ads that we pair with news about social actions. So, independent of this setting, you may still see social actions in other contexts, like in Sponsored Stories or paired with messages from Facebook. You can learn more about how social ads, Sponsored Stories, and messages from Facebook work in the Help Center.

Pair my social actions with ads for

**Save Changes** **Cancel**

**Ads Based On Your Use Of Websites Or Apps Off Facebook**

**Ads Based On Your Use Of Websites Or Apps Off Facebook**

One of the ways ads reach you is when a business or organization asks Facebook to show their ads to people who have used their websites and apps off Facebook. For example, you might visit a company's website that uses cookies to record visitors to it. The company then asks Facebook to show their ad to this list of visitors, and you might see these ads both on and off Facebook. This is a type of interest-based advertising.

If you don't want Facebook or other participating companies to collect or use information based on your activity on websites, devices, or apps off Facebook for the purpose of showing you ads, you can opt out through the **Digital Advertising Alliance** in the USA, **Digital Advertising Alliance of Canada** in Canada or the **European Digital Advertising Alliance** in Europe. You can also opt out using your mobile device settings.

You only need to opt out once. If you opt out of interest-based advertising from Facebook on one phone or computer, we'll apply that choice everywhere you use Facebook.

"Opt Out" to prevent companies from collecting your information and data based on your activity on websites, devices, or apps for the purpose of advertising

### Facebook Safety & Security





## Cybersecurity Training Curriculum


[www.cdse.edu](http://www.cdse.edu)





## Stay Connected

 938 Elkridge Landing Road  
 Linthicum, Maryland, 21090

 [dss.cybersecuritytraining@mail.mil](mailto:dss.cybersecuritytraining@mail.mil)

 <http://www.facebook.com/TheCDSE>

 @TheCDSE

 <http://youtube.com/dsscscse>

**Note:**

The recommendations in this brochure are based on the settings available at the time of this publication. These settings are not a guarantee of security or safety; caution should be exercised whenever using social media services.

# Social Media Smart Card

Security in an Insecure World

## Facebook



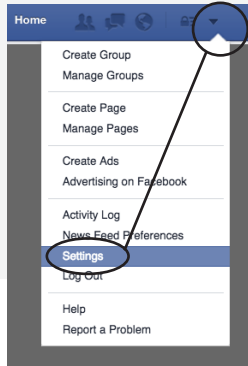
Center for Development of Security Excellence

# CDSE

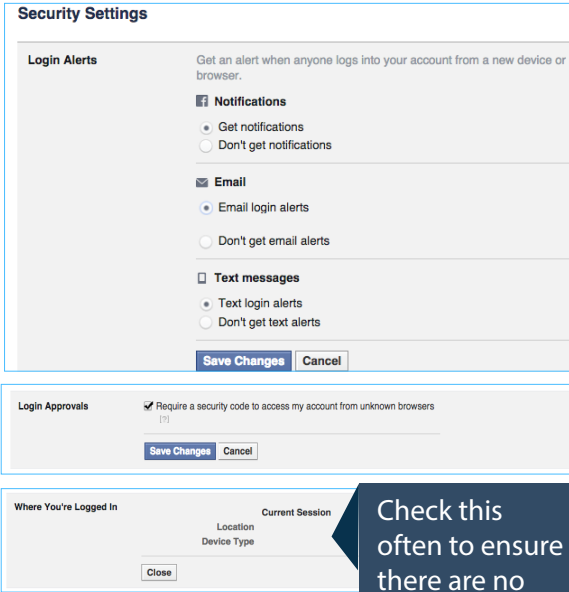
Social Media sites help us keep in touch with friends and family around the globe. It is important to maximize security settings to keep outsiders from obtaining your personal information.

## REMINDER

Access your Facebook security settings from the "Home" bar



## Recommended Security Settings



Check this often to ensure there are no unauthorized logins.

## Activate Blocking

Blocking prevents activity from specific people, apps, or pages

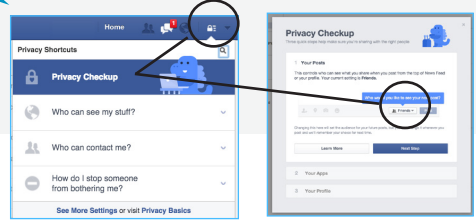
## Hints & Tips

- Change your password at least every 6 months and make sure you follow best security practices when choosing one.
- Keep your friend's list limited to those you know in real life.
- Don't accept friend requests from unknown individuals
- Privacy Settings aren't a complete solution
- Don't post anything sensitive, and don't assume the messenger application is secure.
- You can control who can and can't see your profile and posts

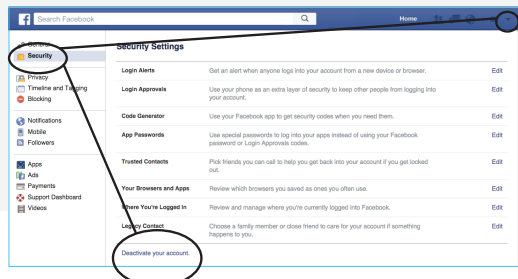
## IMPORTANT

Check your settings periodically to review permissions to your account and data access

## Perform Privacy Checkups



## Account Deactivation



## Recommended Privacy Settings

Privacy Settings and Tools			
Who can see my stuff?	Who can see your future posts?	Friends	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends or Public?	Limit Past Posts	
Who can contact me?	Who can send you friend requests?	Friends of Friends	Edit
	Whose messages do I want filtered into my inbox?	Strict Filtering	Edit
Who can look me up?	Who can look you up using the email address you provided?	Friends	Edit
	Who can look you up using the phone number you provided?	Friends	Edit
	Do you want other search engines to link to your timeline?	No	Edit

Timeline and Tagging Settings			
Who can add things to my timeline?	Who can post on your timeline?	Friends	Edit
	Review posts friends tag you in before they appear on your timeline?	On	Edit
Who can see things on my timeline?	Review what other people see on your timeline		View As
	Who can see posts you've been tagged in on your timeline?	Friends	Edit
	Who can see what others post on your timeline?	Custom	
How can I manage tags people add and tagging suggestions?	Review tags people add to your own posts before the tags appear on Facebook?	On	
	When you're tagged in a post, who do you want to add to the audience if they aren't already in it?	Custom	
	Who sees tag suggestions when photos that look like you are uploaded?	No One	

See how your profile looks to other people