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27.05.2025



Bild von Gerd Altmann auf Pixabay

+++ Please find the German version [here](#). +++

// Update - 27.05.2025 //

As of **May 27, 2025**, Meta intends to use the **public data of all adult European users of Facebook and Instagram to train its own AI applications**. The data will then be used to train the company's AI-based services, such as the Meta AI chatbot on WhatsApp or large models such as Llama.

Registered users of the Facebook and Instagram networks can object to this processing at any time. Objections can be made in the respective apps or for Facebook at <https://www.facebook.com/help/contact/712876720715583> and for Instagram at <https://help.instagram.com/contact/767264225370182>.

However, if your own data has already been used for artificial intelligence training, this cannot be reversed by subsequently objecting. Training data is irrevocably incorporated into artificial intelligence models and, given the current state of technology, its influence cannot be removed from the model. However, an objection is effective with regard to future training.

## Questions and answers on Meta's AI training with personal data

### What data does Meta's AI training relate to? —

Meta has announced that it will use all public information available on users' profiles, including all data from the past. This includes public posts, comments, photos, videos, and captions. Public posts are those whose visibility has not been restricted by the user's settings. Meta states that only content posted by adult users on Facebook and Instagram will be used for AI training.

### For what purposes will the data be used? —

On the one hand, the data is used to develop and improve the AI technology in Meta's products. However, it is also used outside the Meta networks, for example to train the Llama language model.

### How can I prevent my data from being used for AI training at Meta? —

Meta bases the processing of personal data for the training of its AI on legitimate interests. Users have a right to object in accordance with Art. 21 GDPR. For this purpose, Meta offers special forms for users to object to the use of their content for AI purposes.

### Where can I find the forms to object? —

You can find the objection forms here: for Facebook at <https://www.facebook.com/help/contact/712876720715583> <sup>↗</sup>, for Instagram at <https://help.instagram.com/contact/767264225370182> <sup>↗</sup>. Objections can also be lodged via the Facebook or Instagram app.

### Do I have to give reasons for my objection?

No. Meta provides a text field in which reasons can be optionally specified, but giving reasons is not required for the objection.

## **Is the objection effective in any case?**

Yes. Anyone who has objected will receive confirmation directly as a pop-up in the app or by email. The objection is then effective. However, it is limited to future AI training and therefore does not affect the use of your data for AI training between May 27, 2025, and the date of the objection.

## **If I have several accounts, do I have to object to each network individually?**

If you have several Facebook and Instagram accounts, you must object to each separately. However, if the accounts are linked in the Accounts Centre, one objection is sufficient, which then applies to all linked accounts.

## **I already lodged an objection to the AI training with Meta last year. Is it still effective?**

Yes, if you received confirmation from Meta at that time. Otherwise, you should submit another objection to ensure that your data is not used for AI training in the future.

## **Can I prevent photos of myself on other accounts from being used for AI training?**

If you have objected, this does not include the photos or posts that concern you but are published on other accounts. Whether this data is used for AI training depends on whether the users of the relevant account have objected themselves. You can ask them to do so or request the deletion of the relevant content.

## **Are there any other options to object, including those who do not have an account with Meta?**

Meta has already trained its AI with data from various sources. This includes data that is publicly available on the internet as well as licensed information Meta has acquired from other companies. Individuals can object to the use of their data for AI training at <https://www.facebook.com/help/contact/510058597920541>. This objection form requires more detailed information and supporting documents.

**Jobs**

## **Can I use Meta AI if I have objected to AI training?**

Yes. The use of the chatbot on WhatsApp, Facebook, and Instagram is independent of any objection to AI training. According to Meta, user interactions with the chatbots are also used for AI training. There is no option to object to this.