

Instagram

Personal Identification Data:

- Username
- Profile picture
- Information about relationships and actions with accounts, ads, and sponsored content

Account Data:

- Registration information
- Personal data provided by the user

Data Generated by App Usage:

- User actions, such as likes and followers
- Shared content, such as photos and videos
- Information about interactions with ads

Device Data:

- Type of device used
- Language chosen on the device

Location Data:

- User's geographical location

Usage and Behavioral Data:

- Information about how the user interacts with the application
- Preferences and interests used to personalize the user experience

I am in a technology college, and this year the class is having a cybersecurity curricular unity, so this is one of the current topics the subject provides us, which is very interesting. It coach us to understand that in an era where cybersecurity is a growing concern, the ability to identify and mitigate malicious activities is fundamental to maintaining **user trust**.

In my opinion, the way Instagram handles personal data seems to reflect a common approach among modern social media platforms. Upon analyzing their Terms of Service, it becomes evident that the app collects various data to personalize the user experience, deliver targeted advertising, and continuously improve its services, which can be a potentially beneficial practice, offering more relevant content and features tailored to individual interests. However, it's crucial that this personalization is done with **transparency** and respect for **user privacy**.

On the other hand, targeted advertising raises privacy concerns and the potential exploitation of data for commercial purposes. It's essential for users to have control over their advertising preferences and be fully informed about how their data is used in this context. nevertheless, when using the app, this is not always apparent.

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