

# Here are the alarming 98 facts and secrets Facebook knows about YOU

Facebook combines these 98 things with over a thousand things from other social networks and credit card services to build a 10,000 item personal file on you and to know the ways to subliminally influence your voting and buying decisions without you even knowing they are doing it.

Social network reveals the astonishing amount of data it holds on people who uses its services

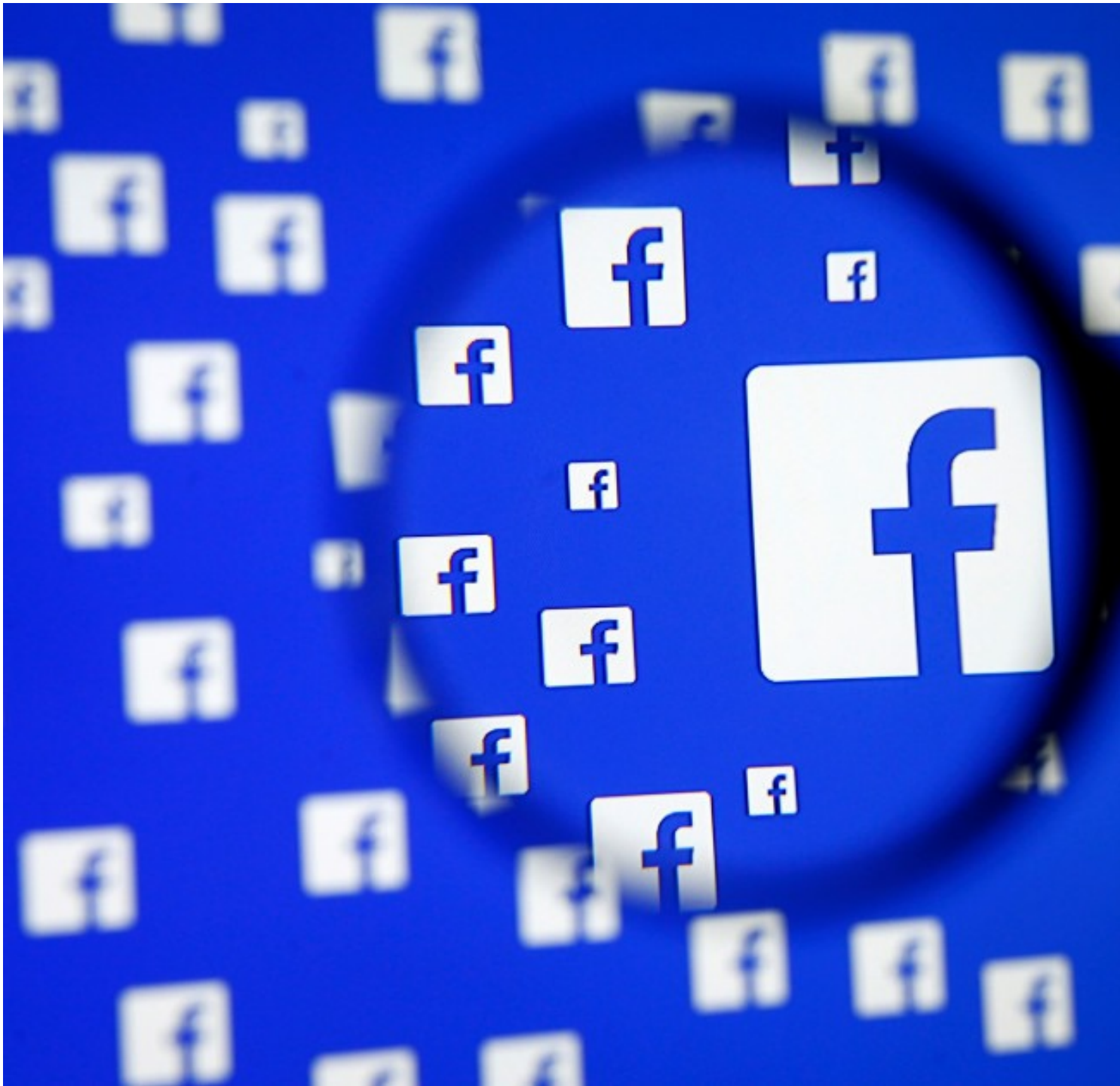
by JASPER HAMILL

WHO knows the most about you?

You might say it's your partner or perhaps your mum, assuming you've had the sort of tame life a parent would find acceptable.

But you'd be wrong, because tech companies now have more information about you than almost anyone else.

The firm with the largest information stash is likely to be Google, which could theoretically tell an awful lot about your life based on your search history.



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But coming in at second place has to be Facebook, the social network which holds gazillions of our photos, conversations and innermost thoughts.

Now Mark Zuckerberg's firm has revealed the 98 "data points" it holds on all users, which can be found in a new website revealing [how it targets users with advertising](#).

“We want the ads people see on Facebook to be interesting, useful and relevant,” a Facebook spokesman said.

“Like many companies, we use widely available information to help show people better ads. However, unlike many of those companies, we provide information that helps explain this practice, and we give people ways to opt out and help control their experience.”

So here are the facts and secrets Facebook has found out about you or is trying to discover, [according to the Washington Post](#).

1. Your location
2. Age
3. Generation
4. Gender
5. Language
6. Education level
7. Field of study
8. School
9. Ethnic background
10. Income and net worth
11. Home ownership and type of home
12. Value of home
13. Size of your property
14. Square footage of home
15. The year your home was built
16. Who lives in your house



17. Whether you have an anniversary approaching in the next month
18. If you're living away from family or hometown
19. Whether you're friends with someone who has an anniversary, is newly married or engaged, recently moved, or has an upcoming birthday
20. If you're in a long-distance relationship
21. If you're in a new relationship
22. If you have have a new job

23. If you're recently engaged

24. If you've just got married

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25. If you've moved house recently

26. When your birthday is coming up

27. Parents

28. Expectant parents

29. Mothers, divided by 'type' (which includes 'soccer mums' or other maternal tribes)

30. If you are likely to engage in politics

31. Whether you are conservative or liberal

32. Relationship status

33. Employer

34. Industry

35. Job title



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36. Office type

37. Interests

38. Whether you own a motorcycle
39. If you're planning to buy a car
40. If you have purchased auto parts or accessories recently
41. If you are likely to buy auto parts or services
42. The style and brand of your car
43. The year your car was bought
44. Age of car
45. How much money you're likely to spend on next car
46. Where you are likely to buy next car from
47. How many employees your company has
48. If you own small businesses
49. If you work in management or are executives
50. If you have donated to charity (divided by type)
51. Operating system
52. If you play browser games
53. If you own a gaming console
54. If you have created a Facebook event
55. If you have used Facebook Payments
56. If you have spent more than average on Facebook Payments
57. If you administer a Facebook page
58. If you have recently uploaded photos to Facebook
59. Internet browser





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60. Email service

61. Early/late adopters of technology

62. If you are an expat and what country you left

63. If you belong to a credit union, national bank or regional bank
64. If you are an investor
65. Number of credit lines
66. If you are an active credit card users
67. Credit card type
68. If you own a debit card
69. If you carry a balance on your credit card
70. If you listen to the radio
71. What TV shows you like
72. If you use a mobile device and what brand it is
73. Internet connection type
74. If you have recently bought a smartphone or tablet
75. Whether you access the Internet through a smartphone or tablet
76. If you use coupons
77. The type of clothing your household buys
78. Which time of year you do the most shopping
79. Whether you are a 'heavy' buyer of beer, wine or spirits
80. What groceries you buy
81. Whether you buy beauty products
82. Whether you buy medications
83. Whether you buy/spend money on household products
84. Whether you buy/spend money on products for kids or pets, and what kinds of pets
85. If your household makes more purchases than is average
86. If you tend to shop online or offline
87. The types of restaurants user you eat at
88. The kinds of stores you shop at
89. If you're interest in adverts offering auto insurance, mortgages or satellite telly
90. Length of time user you have lived your house
91. If you are likely to move soon

- 92. If you are are interested in the Olympics, football or cricket
  - 93. If you travel frequently
  - 94. Whether you commute to work
  - 95. The type of holiday you enjoy
  - 96. If you have recently returned from a holiday
  - 97. If you have used a travel app
  - 98. Whether you are involved in a timeshare
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