

Meta begins AI training on users' photos and posts

Meta will start training its AI service on photos and posts from Facebook and Instagram users in the EEA at the end of May 2025. Here you will find some information about what this entails, what you can do and the latest status.



Meta will now restart its AI training on personal data from users in the EEA. The purpose of the training is to develop and improve Meta's generative AI services. Meta will use users' content and interactions with Meta's AI Services for the training.

[The company announced the news on Monday, April 14 \(about.fb.com\).](#)

Includes both historical and future information

As for the users' content, this time it is quite clear that the training will only include photos, comments and posts that have been published publicly, i.e. content that any user on or off Facebook and Instagram can see. Furthermore, Meta will only use photos and posts published by users over the age of 18 to train the AI model. The training includes both historical and future information that is shared publicly.

When it comes to interactions with Meta's AI Services, this could include information entered into an AI chatbot or image generation tools integrated into Meta Services. Meta will use this information regardless of the user's age.

Many people have expressed concerns about the legality of this treatment. Meta does not base the training on consent, but legitimate interest. Meta believes that their interest in training AI models outweighs the users' interests and rights.

[Read more about legitimate interest and balancing of interests.](#)

We explain how to proceed to protest if you do not want Meta to use your images and posts to train AI further down in the article.

More unresolved questions

Together with other European data protection authorities, we have asked Meta a number of questions in connection with the training of the AI model. Among other things, we have asked for clarification on whether Meta has assessed whether the AI training is compatible with the original purpose for which the users' posts and photos were collected. We have also asked whether the AI model is trained on images of children in cases where the images are posted by users over the age of 18. These are just some of the questions we've asked Meta. We are still waiting for answers to these questions.

What exactly is Meta's AI service?

Meta's AI service is a kind of chatbot. Like ChatGPT and Google Bard, it is an example of so-called generative artificial intelligence.

Generative AI can create, for example, text and images based on users' queries. The services are not able to think for themselves, and they do not know what is right or wrong. Instead, the services try, using probability calculations, to generate a response that is similar to content they have seen in the past.

To develop this type of service, large amounts of data are required to train the AI models. The services often collect data from open websites, ranging from research databases to online forums. This is often called data scraping.

Meta's AI service is controversial because, in addition to open data from the internet, it will use users' posts and images in training. Many people react to their content being used in this way, as posts and photos on social media are often of a private nature.

What can you do?

If you don't want your posts and photos to be used to develop Meta's AI, you can object.

- [Protest Form for Facebook \(facebook.com\)](#)
- [Protest Form for Instagram \(instagram.com\)](#)

If you have both Facebook and Instagram accounts, or multiple accounts, the protest applies to all accounts if they are added to the same 'Accounts Centre'. If you don't know if this applies to you, you should fill out the form for both Facebook and Instagram.

You don't have to justify your protest. Meta has stated that it accepts all protests.

Note that the protest applies to content that you have posted yourself. It does not apply if someone else posts or photos with you publicly. Meta has stated that protests filed in 2024 still apply.

The way forward

We've already received complaints about Meta's practices, which are now being processed. In addition, as mentioned, we are waiting for answers to a number of questions about the practice from Meta. We continue to follow the case closely in cooperation with all the data protection authorities in the EEA.