

Decoding Instagram Use Study, Stanford Social Media Lab Meta Adult Consent Addendum

You previously agreed to participate in Decoding Instagram Use (“**the Study**”) conducted by the Stanford Social Media Lab (“**the Researcher**”).

The Study is part of a program conducted by Meta to share data with researchers. It is important to note that it is the Researcher who independently determines the Study design, participant recruitment, data collection, and data analysis. In your Study participation agreement, the Researcher asked you to share certain account and activity data from your Instagram account(s) as described below (“**Study Specific Instagram Data**”). Sharing your Study Specific Instagram Data for the Study is voluntary and the scope of this consent is limited to the sharing of Study Specific Instagram Data by Meta with the Researcher, and is not intended to cover broader aspects of the Study which is governed by your participation agreements with the Researcher. Meta will only facilitate sharing Study Specific Instagram Data with the Researcher if you consent.

Below, you'll also find details about the categories of data that will be shared between the Researcher and Meta for the Study, along with other important information about the data sharing.

Instagram Data Shared by Meta with the Researcher

- For this study, the Study Specific Instagram Data will include the data listed [here](#). Examples include:
 - account creation and account setting information
 - timestamps of Instagram account use
 - timestamps of when certain content (for example, posts, Stories, Reels) are viewed or created
 - length of time for which content are viewed
 - timestamps of when own or others’ Instagram profiles are viewed
 - timestamps of when ads on Instagram are viewed
 - timestamps of notifications
 - timestamps of interactions such as:
 - timestamps of comments or direct messages (without actual comments or message content)
 - timestamps of “likes” on content (for example, posts, Stories, Reels)
 - number of:
 - blocked and restricted accounts
 - follower and following accounts
 - accounts on Close Friends list
- In addition to this consent, you will also need to authorize Meta to share the Study Specific Instagram Data on Instagram. Once this authorization occurs, Meta will share the Study Specific Instagram Data from the previous 30 days. This authorization is valid for 30 days, the Researcher may seek your consent and reauthorization to extend further.

- Since your Study Specific Instagram Data is a “copy” of certain data points from your Instagram account, sharing your Study Specific Instagram will not impact your Instagram experience and your Instagram data will continue to be subject to Meta’s [Privacy Policy](#).
- If there are any issues that prevent Meta from sharing the Study Specific Instagram Data, the Researcher will be informed. For example, if there are technical difficulties or there is a consent withdrawal.

Data Shared by the Researcher with Meta

- If you consent to share Study Specific Instagram Data for the Study, the Researcher will share limited information with Meta about you to demonstrate that the Researcher has your effective consent and to ensure that Meta can properly carry out the data sharing of this Study (“**Researcher Data**”). Researcher Data includes:
 - Information on whether you withdrew your agreement to participate in the Study.
 - Confirmation that the Researcher received this consent.
 - Timestamps of when the Researcher received this consent.

Additional Information

- To the extent the Researcher separately collects survey response data from you, Meta will not have access to any such responses.
- Meta will deliver the Study Specific Instagram Data to the Researcher’s cleanroom environment. Hosted by the [Secure Data Access Center](#) (a.k.a. Le Centre d’Accès Sécurisé aux Données or “CASD”), this cleanroom environment is where the Researcher will conduct their research in conjunction with any other data they collect for the Study.
- In addition to the information below, a Frequently Asked Questions (FAQ) is available to provide you with more details on topics such as: how you can exercise certain rights (ex. right to delete, right to access your data), data retention, and contact information. That FAQ can be found [here](#).

How will my Study Specific Instagram Data be used by the Researcher?

Please review your participation agreement with the Researcher to make sure you understand how the Researcher intends to use your Study Specific Instagram Data. Questions about the Study should be directed to the Researcher.

How long will Meta retain my Study Specific Instagram Data and Researcher Data?

Meta will retain your Study Specific Instagram Data and Researcher Data for the purposes of the Study, and long enough to comply with legal and regulatory obligations.

If I consent, can I get a copy of my Study Specific Instagram Data and Researcher Data from Meta?

You can learn about how to get a copy of your Study Specific Instagram Data and Researcher Data from Meta in the FAQ [here](#).

What if I consent but later decide that I want to delete my Study Specific Instagram and Researcher Data?

You can learn how to delete your Study Specific Instagram and Researcher Data in the FAQ [here](#).

What if I consent but later decide that I want to withdraw my consent to share my Study Specific Instagram Data?

You may choose to withdraw the consent you provided to Meta to share your Study Specific Instagram Data with the Researcher. However, if the withdrawal occurs while the data is being transferred,, it will not be technically feasible for Meta to exclude your Study Specific Instagram Data from the Study dataset. In such cases, Meta will still record your request and delete your Study Specific Instagram Data as soon as possible. To learn how to delete copies of your Study Specific Instagram Data held by the Researcher, please contact them directly. Additionally, if you choose to withdraw your consent, this will not affect the lawfulness of processing based on consent before your withdrawal. You can learn more about how to withdraw consent at the FAQ [here](#).

What if I have more questions for Meta?

You can find more information, including on how to exercise your data subject rights, in Meta's FAQ. You can find a copy of this consent template and of Meta's FAQ on the Center for Open Science (COS) website here: <https://www.cos.io/meta-for-participants>.

If you have additional questions about the Instagram Data you've authorized Meta to share for purposes of this Study, you can send an email to DataAccessPilot@meta.com.

Please click "continue" [insert "continue" button] to provide your consent.

[new screen]

Consent

By clicking "Yes" below, you consent to Meta sharing your Study Specific Instagram Data with the Researcher.

1. Yes, I consent.
2. No, I do not consent.