

# Reviewing your Facebook app. ad settings

## (iOS)

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## Edit your Facebook ad settings

Follow the steps below on any Apple device to find and remove different criteria Facebook uses to target the ads you see.

1. Open the Facebook app and click the hamburger icon (three horizontal parallel lines) in the bottom right corner
2. Click Settings & Privacy, then Settings
3. Scroll to Ads and select Ad preferences

From here, there are five sections for you to review:

**Your Interests** | Click 'see all your interests' and delete those that are not relevant to you. At the top of the page is a drop down menu with categorised interests. Don't forget to check all categories.

**Advertisers and Businesses** | In this section you can find and remove which advertisers and businesses have directly targeted you with an ad and those you've interacted with. To stop seeing ads from any of these advertisers, click See all and click the three stacked dots to select the Hide ads option.

**Your information** | In this section you can edit whether Facebook shows you ads based on the information in your profile.

**Ad settings** | In this section you can edit what data Facebook uses to determine which ads it shows you. Make sure to read through each option before deciding whether to turn it off.

**Hide ad topics** | In this section you can add keywords to prevent seeing certain ads. Add keywords such as 'gambling', 'pokies', 'lotto' etc.

This solution may stop working because Facebook regularly updates their settings. If you notice any changes, let us know by emailing [socialmedia@pgf.nz](mailto:socialmedia@pgf.nz)



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