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EVENTS AND LIVE

Pages, Groups, and Events

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Overview

Understanding Our Policies

The following terms, as well as our [Data Policy](#), [Community Standards](#), and [Terms of Service](#), apply to all creators and administrators of Pages, Groups and Events on Facebook. You are responsible for ensuring that your Page, Group, or Event complies with all applicable laws, statutes, and regulations.

General Policies for Pages, Groups, and Events

1 Prohibited Business Practices ↗

Pages, Groups, and Events must not promote products, services, schemes or offers using deceptive or misleading business practices, including those intended to scam people out of money or personal information.

name or description that it is not an official representation.

3 Gambling

Pages, Groups, and Events must not promote online gambling, or gaming where anything of monetary value (including digital currencies) is required to play and anything of monetary value forms part of the prize, without our prior written permission. Common types of gambling or gaming activities which may require permission include betting, lotteries, raffles, casino, fantasy sports, bingo, poker, skill game tournaments and sweepstakes.

4 Inaccurately Tagged Content

Pages, Groups, and Events must not inaccurately tag content or encourage users to inaccurately tag content.

5 Incentivization ↗

Pages, Groups, and Events must not incentivize people to misuse Facebook features or functionality.

6 Drug and Alcohol Addiction Treatment

Pages, Groups, and Events must not promote drug and alcohol addiction treatment centers that are misleading, engaging in practices that are harmful to patients, or otherwise violating applicable laws.

7 Platform Policy

Apps on Pages, Groups, or Events must comply with the [Developer Policies](#) and [Platform Terms](#).

Promotions on Pages, Groups, and Events

1 Communicating a Promotion

If you use Facebook to communicate or administer a promotion (ex: a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including: The official rules; Offer terms and eligibility requirements (ex: age and residency restrictions); and Compliance with applicable rules and regulations governing the promotion and all prizes offered (ex: registration and obtaining necessary regulatory approvals).

2 Required Content

Promotions on Facebook must include the following: A complete release of Facebook by each entrant or participant; and acknowledgement that the promotion is in no way sponsored, endorsed, administered by or associated with Facebook.



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ments (including to get additional entries), and "tag your menus in this post to enter" are not permitted).

4 Assisting Promotions

Facebook will not assist you in the administration of your promotion, and you agree that if you use our service to administer your promotion, you do so at your own risk.

Collection of Data on Pages, Groups, and Events

1 Collecting Data from Users

If you collect content and information directly from users, your Page, Group, or Event must make it clear that you (and not Facebook) are collecting it, and must provide notice about and obtain user consent for your use of the content and information that you collect. Regardless of how you obtain content and information from users, you are responsible for securing all necessary permissions to reuse their content and information.

2 Automated Collection of Data

Your Page, Group, or Event must not collect users' content or information, or otherwise access Facebook, using automated means (such as harvesting bots, robots, spiders, or scrapers) without written permission from Facebook.

3 Calls to Action

Your Page, Group, or Event cannot use information obtained from a person's interaction with your Page's call-to-action button for any purpose other than to provide the service associated with the call-to-action button. If you want to use this information for any other purpose, first obtain a person's explicit consent.

4 Processing of Data for Page Insights in the EEA

Where you are in the EEA, the processing of data for Page Insights may be subject to the [Page Insights Controller Addendum](#) Page Insights Controller Addendum, which forms part of this Pages, Groups, and Events Policy.

Pages-Specific Policies

2 Content Visibility

Content posted to a Page is public and can be viewed by everyone who can see the Page.

3 Cover Photos and Profile Pictures

Your Page's cover photo or profile picture must not include a verified checkmark, and also must not include third-party products, brands or sponsors.

4 Onlines Pharmacies

Pages must not promote the sale of prescription pharmaceuticals. Pages for online pharmacies may be permitted with Facebook's prior approval.

5 Age Gating

You must restrict access by age using Facebook Page gating functionality as necessary to comply with applicable laws and regulations.

6 Post Preview

When sharing a third party link from your Page, you must not edit any elements of the post preview.

7 Upload Functionality ↗

You must not misuse Facebook's upload functionality in connection with your Page.

8 Name Change and Merges

Name changes and merges must not result in a misleading or unintended connection and must not substantially change the Page's subject matter.

9 Regulated Goods or Services

Pages promoting the sale of regulated goods or services must comply with our [Community Standards](#).

10 Traffic Diversion

You must not accept anything of value to drive traffic to an app or site that engages in traffic arbitrage, or one that contains a disproportionate volume of ads relative to content, or content that is highly sexual, shocking, clickbait, or promotes scams.

12 Limited Originality of Content

Pages must not post or share content that primarily consists of minimal original content.

Branded Content on Pages

1 Branded Content

Branded content must comply with the [Facebook Branded Content Policies](#).

2 Necessary Disclosures

Your Page must include all necessary disclosures to people using Facebook, such as any disclosures needed to indicate the commercial nature of content posted by you.

Events-Specific Policies

1 Automated Events

Events cannot use automated means to generate event invites.

2 Cost Disclosures

Events must provide clear and up-front disclosure for any actions or additional costs associated with an event ticket purchase.

3 Misleading Event Changes ↗

Changes to an event must not result in a misleading or unintended connection and

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must not substantially change the event.