

Applied for Student Aid Online? Facebook Saw You | The Markup

By Surya Mattu and Colin Lecher

April 28, 2022

For millions of prospective college students, applying online for federal financial aid has also meant sharing personal data with Facebook, unbeknownst to them or their parents, The Markup has learned. This information has included first and last names, email addresses, and zip codes.

After The Markup questioned the U.S. Department of Education about the tracking practice, the feature that enables sharing those details with Facebook was turned off. But personal data from an unknown number of students remains in Facebook's hands, to be used for its own purposes. [According to the company's privacy policy](#), it may retain this type of data for years. And the tracker remains on the website and continues to share some information about visitors with Facebook.

[...]

Source: [Applied for Student Aid Online? Facebook Saw You | The Markup](#)