

Meta Sued for Collecting Financial Information Through Tax Filing Websites | The Markup

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Last week, [a Markup investigation](#) detailed how several popular tax-filing websites transmitted sensitive financial information to Facebook through the Meta Pixel, a piece of code that the sites embedded, allowing the social media giant to gather data on visitors. Data collected by the pixel can be used by businesses to target their ads and by Facebook to power its internal algorithms.

The sites sending the sensitive data were operated by major tax preparation services including H&R Block, TaxAct, and TaxSlayer, The Markup found. The data transmitted to Facebook in some cases included users' income, filing status, refund amounts, and dependents' college scholarship amounts

Source: [Meta Sued for Collecting Financial Information Through Tax Filing Websites | The Markup](#)