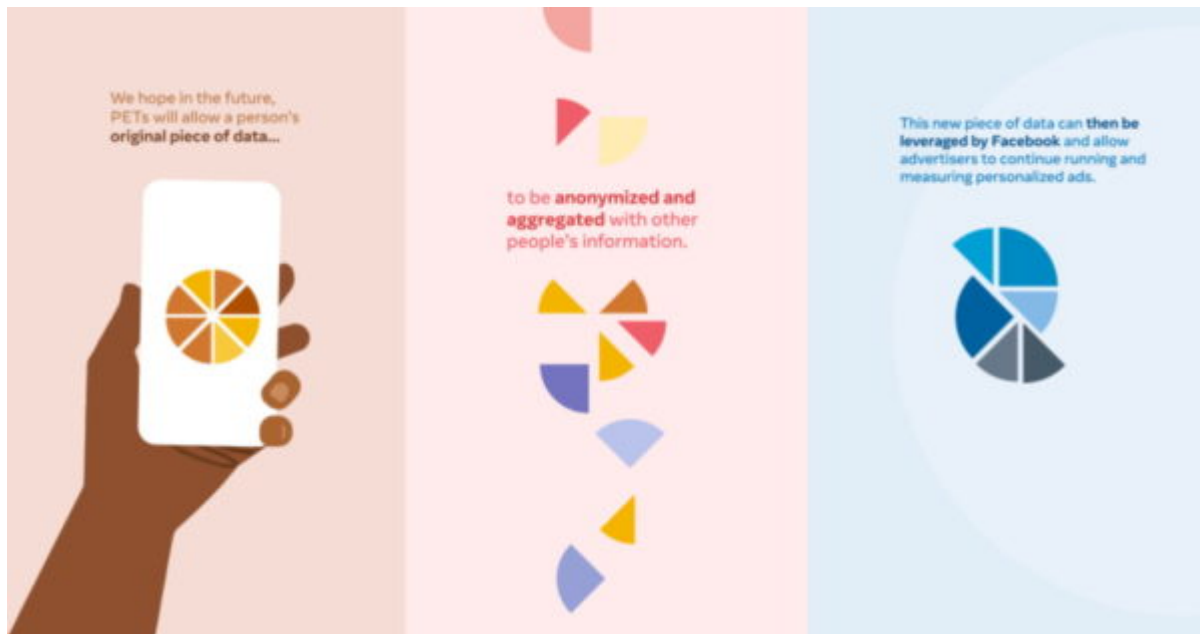


Facebook's PET Projects to Help It Navigate Changes by Apple, Google



The pillars of Facebook's response to enhanced privacy options that Apple introduced with its iOS 14.5 operating system in April have been "personalized advertising" and "protecting small businesses," and the social network went into detail Wednesday on how it plans to continue providing personalized experiences despite Apple's moves and similar changes from Google scheduled to go into effect in 2023.

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