# Meta enhances AI capabilities in Europe by collecting user data



Meta Platforms Inc. is taking significant steps to enhance its artificial intelligence capabilities within Europe by initiating a process to collect user data across its various social media platforms. The company has made this move following extensive regulatory evaluations and aims to expand its Meta AI services by harnessing more data from users in the region.

As part of this initiative, Meta plans to inform users in the European Union (EU) through emails and in-app notifications regarding the specifics of the data collection. Users will be made aware of how their interactions on platforms such as Facebook, Instagram, Threads, WhatsApp, and Messenger will contribute to the training of Meta's AI systems. In its recent blog post, the company emphasised its goal of making their AI "work harder" for users in Europe as it seeks greater access to input from this demographic.

Meta intends to collect data related to user engagements, including interactions with its AI features, as well as public posts made by European users. However, the company has assured users that it will not be using private messages for AI training purposes, seeking to maintain a degree of privacy for its user base.

In an effort to address privacy concerns, Meta has stated that it will allow EU users to opt out of data collection. This measure aims to provide individuals with the ability to choose whether they want their information to be utilized for AI training without needing to uninstall the applications or deactivate their accounts. Meta has prioritised this opt-out option and encourages users to navigate the settings within the Meta Account Center to configure their privacy settings accordingly.

Historically, Meta's journey in AI development has faced scrutiny. The company has previously been involved in controversies regarding its methods of training AI models, including allegations of using copyrighted material without permission. This has highlighted a broader concern among users who question the implications of corporate data collection, particularly in light of the increasing reliance on AI technologies.

Furthermore, while some users have opted for privacy by adjusting their settings, others have chosen to cease using Meta's platforms altogether. However, deactivating accounts does not guarantee the complete removal of previous user data from Meta's servers.

Meta's aggressive approach to improving its AI capabilities in Europe highlights the ongoing tension between technological advancement and user privacy. As the company moves forward with its data collection strategy, it will continue to navigate the regulatory landscape and the expectations of its user base.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://about.fb.com/news/2025/04/making-ai-work-harder-for-europeans/> - This article supports Meta's efforts to enhance AI capabilities in Europe by training models using public user data and interactions, aligning with the company's goal to make AI 'work harder' for European users.
* <https://thehackernews.com/2025/04/meta-resumes-eu-ai-training-using.html> - This source corroborates that Meta will train AI models using public data from adults across its platforms in the EU, while offering an opt-out option and ensuring no usage of private messages or data from under 18s.
* <https://techcrunch.com/2025/04/14/meta-to-start-training-its-ai-models-on-public-content-in-the-eu/> - This article confirms that Meta will use public content, such as posts and comments, from European users to train its AI models after facing regulatory challenges due to data privacy concerns.
* <https://fortune.com/2025/04/14/meta-ai-europe-privacy-conerns-eu-opeani-google/> - This piece highlights Meta's decision to resume AI training using public user data in the EU, following regulatory evaluations, and compares its approach to that of competitors like Google.
* <https://www.pymnts.com/news/artificial-intelligence/2025/meta-begin-training-ai-user-data-european-union/> - This article supports the notion that Meta will use public posts and interactions to train AI models, excluding private messages and data from minors, while providing an opt-out option for users.