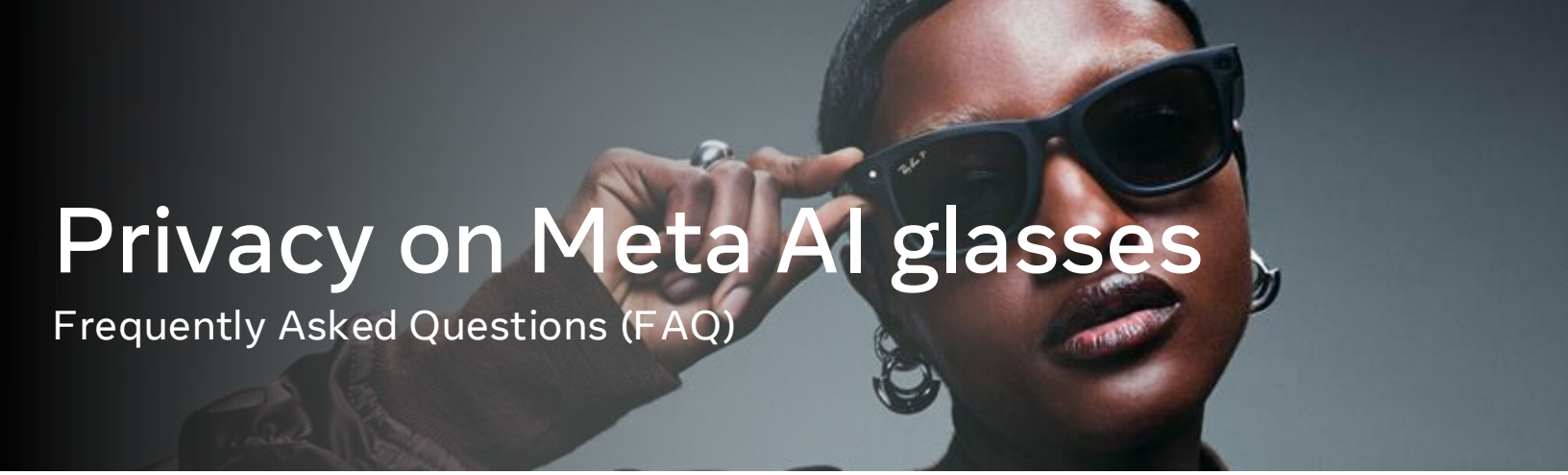

Privacy on Meta AI glasses

Frequently Asked Questions (FAQ)

Responding to common questions

This document provides quick answers to common questions about privacy when using Meta's AI glasses. These will help keep customer-facing specialists informed and able to effectively help customers.

The goal when answering these questions

Above all else, we want to acknowledge customer concern honestly, shifting the focus to photo privacy and the bystander LED as their confidence builds.

We've built important privacy safeguards directly into our AI glasses to protect people's information and help them understand how the features work. These include:

- **User privacy:** Photos and videos captured by the user are stored on the device and are private to the user.
- **Bystander confidence:** When users initiate capture of a photo or video, a bright, white light is visible on the camera.
- **Tamper detection:** The camera prevents users from recording when the light is obscured.

General data protection privacy

Do Meta's AI glasses use facial recognition?
Ray-Ban Meta and Oakley Meta glasses do not have facial recognition technology.

What kinds of personal data do the glasses and the Meta AI app collect, and how is that data processed?
The data collected and processed by the Meta AI glasses and Meta AI app is described in Meta's privacy policies, which can be found online by searching for "AI Glasses Privacy Policy", the primary document describing data collection and processing is the Meta Supplemental Meta Platforms Technologies Privacy Policy. The Meta AI Terms of Service also describes data collected and processed when you use AI features on the glasses.

General data protection privacy (cont.)

How do AI glasses obtain user consent and ensure transparency, especially when recording?
Users are responsible for getting consent from people before taking a photo or video and should avoid recording in private spaces without permission.

Can the always-listening feature on Meta AI glasses be a privacy issue?
Meta AI Glasses do not use continuous listening by default. This feature must be activated by the user by starting a live AI session. While using live AI, the capture LED will stay on for the duration of the session and will shut off if the session is paused or once the session ends. Customers can review or delete session history on the Meta AI app.

How does Meta handle private content being published on their platforms (Instagram and Facebook), including bystanders being recorded without their consent?
When content captured on Ray-Ban Meta glasses is shared to Facebook or Instagram, it is subject to Meta's Community Standards — including our rules against harassment, bullying, nudity and privacy violations. Meta uses a combination of proactive detection — through automated systems and human reviewers — and reactive detection based on user reports to enforce our policies. Depending on the violation, enforcement may include removing the specific content and suspending the associated accounts.

Do content moderators review information captured on Meta's AI glasses, including private moments?
Unless users choose to share media they've captured with Meta or others, that media stays on the user's device. We sometimes use contractors to review data for the purpose of improving people's experience when users share content with Meta AI, as many other companies do. However, we take steps to filter this data to protect people's privacy and to help prevent identifying information from being reviewed.

Are Meta AI models trained on all content captured using AI glasses?
The photos and videos that users take with Meta AI glasses and store on their phone's gallery or camera are not used by Meta to develop and improve AI at Meta. This includes photos or videos captured using voice commands. If users share captured media to a product–for example, Meta AI, cloud services, or a third-party product–then the policies of that product will apply.

Misuse potential and safety in social settings

Are there places where these glasses are not allowed (e.g., schools, gyms, hospitals)?
Users must comply with all applicable laws and regulations per our terms of service. Like any recording device (including phones), AI glasses should be used respectfully, avoiding harassment, privacy infringement, or capturing sensitive data. We provide tips on responsible use to ensure privacy and comfort for all.

What about safety concerns (e.g., can wearing AI glasses cause distractions or other risks)?
Many features of Meta's AI glasses provide ways to limit distractions by letting users leave their phones in a pocket, bag, etc. As with all technology, though, it is the responsibility of each user to use the glasses as intended and in accordance with local laws and regulations.

Data controllers, roles, and responsibilities

Who is the data controller for personal data collected by the AI glasses and the Meta AI app?
Meta is the data controller as specified in the
Supplemental Meta Platforms Technologies Privacy Policy and also in EL's Privacy Policy which covers all brands of AI glasses (Ray-Ban Meta, Oakley Meta, and Meta Ray-Ban, etc.).

What are Meta's and EL's responsibilities regarding data protection and user privacy for AI glasses?
As data controller, Meta is responsible for data protection and user privacy. Moreover, both EssilorLuxottica and Meta are obliged to comply with laws and regulations applicable to the products, and have collaborated from the beginning of their partnership with different European authorities to make the innovative products compliant.

Use cases: Resale and third-party integrations

Can AI glasses be resold or transferred to a new owner? If so, are there any legal or privacy issues to consider in resale?
The glasses can be resold after performing a factory reset by pressing the button on the glasses seven times to erase all visible data in the hardware, during which everything connected to the hardware and account is deleted. This process is the responsibility of EssilorLuxottica. The new customer cannot see or recover anything even by tampering.

What legal implications exist if a company wants to use the glasses for business purposes (e.g., employees in the field)?
A company will have to make its own assessment if the use of the glasses would be subject to additional legal regulations.

Competition and antitrust concerns

Does Meta's partnership with EssilorLuxottica raise any competition or antitrust issues in the EU?
In order to comply with the relevant antitrust regulations, Meta and EssilorLuxottica have implemented measures to ensure that both management and employees possess a thorough understanding of these regulations and commit to their enforcement. Both companies promote an ongoing culture of ethical behaviour and antitrust integrity, encouraging free and fair competition and compliance with the law.

Accessibility and inclusivity

Are Meta AI glasses beneficial for people with disabilities or special needs?
We've partnered with Be My Eyes, an app which connects blind or low vision users who want assistance with volunteers and companies across the world through live video and AI. Be My Eyes today is used by more than 9 million volunteers, and by more than 900,000 blind and low vision people in more than 150 countries.

Multimodal AI (MMAI) on AI glasses in the EU

Multimodal AI is said to require first-party data (e.g., posts, comments, etc.) to be of high quality. Is that still accurate?
The product is expected to improve with with the a model trained on relevant information that reflects the diverse languages, geography, and cultural references of the people in the EU who will use them.

Are you training on EU user interactions with Meta AI (voice or otherwise) for multimodal AI?
Yes, beginning May 27th, 2026, people's interactions with Meta AI in the EU are being used to improve Meta AI, as explained in the notifications users in the EU will see.

What is the difference between public content from users and user interactions?
Examples of public content are posts and comments shared to a public audience by adults on Facebook and Instagram. Meanwhile, examples of interactions include messages to AI chats, questions that are asked, and images imagined by Meta AI by request of the user. We do not use people's private messages with friends and family to train generative AI models.

EU training data and EU availability

Has Meta AI been trained on EU content from Meta products?
The model powering Meta AI features on Meta's AI glasses wasn't trained on information from users of Meta's apps in the EU. Beginning May 27th, 2026, people's interactions with Meta AI in the EU are being used to improve AI at Meta products, as we say in notifications to Facebook and Instagram users.