CHECKLIST · BUSINESS

Meta has removed ‘train’ from its new business terms. Its crawling permission stays

Updated 8 November 2026. Read the full story, sources and any updates at
digitaladvisors.com.au/journal/meta-commercial-terms-training-wording-removed/

- [ ] **Watch for the updated terms.** Meta has put them on hold. Check its Commercial Terms page for a new start date, then reread the crawling sentence.
- [ ] **List the sites linked to your business.** Write down the domains your ads, Page, catalogue and shop point to, since the clause covers pages "associated with your products or services".
- [ ] **Check your robots.txt rule for meta-externalagent.** Decide whether to disallow it; Meta's documentation says it crawls for uses such as training foundation AI models.
- [ ] **Decide separately on meta-externalads.** Meta says it crawls for advertising and business products. If you block it, watch your ad delivery and results afterwards, since Meta's documentation doesn't say what blocking it does to ads.
- [ ] **Tell clients if you are an agency.** If you told clients Meta's terms let it train on their websites, let them know the training wording has been removed but the crawling permission remains.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.