FREE FIELD SHEET · Nº 099
ISSUED 9 NOV 2026

KEYWORD CRAWL

META COMMERCIAL TERMS CHECKLIST

Meta paused its new terms: check what applies to you, and what the paused draft said about crawling

CHECKS	DO FIRST	PARTS	COST
13	3	4	Free



PREPARED BY
Hamza Jameel
10+ yrs · $8M+ ad spend managed · 150+ page-one rankings

Update, 9 November 2026: Meta's new Commercial Terms did not take effect. Meta moved the date from 30 October to 20 November, then paused the update on 5 November, and its existing terms remain in effect. The paused draft had removed the word "training" from the clause covering crawling, while keeping a permission to crawl websites tied to your business. This checklist covers what the draft said, how to check which terms apply to you now, and how your robots.txt treats Meta's crawlers.

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TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/crawl-99

PART 1 OF 4 — 4 CHECKS

What happened

- [ ] 1.1 DO FIRST

Meta paused its new Commercial Terms on 5 November 2026, so they never took effect.

Meta first moved the effective date from 30 October to 20 November, then paused the update. It says its existing terms remain in effect, and it has not set a new date.

- [ ] 1.2

The paused draft removed the word "training" from the crawl clause.

Search Engine Journal reports the earlier wording covered using content to "provide, develop, improve, research, train, and maintain the integrity of" Meta's products. The paused draft permits crawling to "provide, develop, improve, research, and maintain advertising and business products."

- [ ] 1.3

The draft kept a permission to crawl websites tied to your business.

Removing the word "training" did not remove the crawl permission itself. If Meta brings the update back, check whether this part changed.

- [ ] 1.4

The draft would have applied to any business use of Meta's products.

Search Engine Journal notes that this includes companies that manage a Facebook Page without buying ads.

PART 2 OF 4 — 3 CHECKS

Check which terms apply to you now

- [ ] 2.1 DO FIRST

Open Meta's Commercial Terms for your region and check the effective date.

With the update paused, the page should still show the existing terms, not the draft. Read the page itself, not a news summary.

WHERE `facebook.com/legal/commercial_terms`

- [ ] 2.2

Search the document for the word "crawl".

If there is no crawl clause, you are reading the existing terms. If you find one, read it in full: Meta may have brought the update back.

- [ ] 2.3

Watch Meta's business help center for a new date.

Meta said the update will not take effect on 20 November and gave no new date. Check again before you rely on this checklist.

PART 3 OF 4 — 4 CHECKS

Decide what a crawl clause would mean for your pages

- [ ] 3.1 DO FIRST

List the websites tied to your business's products or services.

These are the sites the paused draft would have covered, even if you only manage a Facebook Page and buy no ads.

- [ ] 3.2

Do not assume content is excluded from crawling just because the draft dropped the word "training".

The draft still permitted crawling for Meta's advertising and business products.

- [ ] 3.3

Check how your site's robots.txt treats each Meta crawler.

Meta says it respects robots.txt and lists separate crawlers for AI training and Meta AI search. A legal expert quoted by Search Engine Journal notes that following robots.txt is voluntary.

- [ ] 3.4

Write down the terms text and the date you reviewed it.

Terms can be updated again; having your own copy with a date lets you spot future changes by comparing instead of relying on memory.

PART 4 OF 4 — 2 CHECKS

If you want to push back or ask questions

- [ ] 4.1

Contact Meta Business Help support with the specific clause quoted in your message.

Quoting the exact sentence from your own Commercial Terms gets a more precise answer than describing it in your own words.

☐ 4.2

Keep a record of your question and any response for your files.

If terms change again later, having the prior exchange helps you track what was said and when.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

- **Book a free call** hamzajameel.com/book-a-call/
- **Free SEO audit** hamzajameel.com/free-seo-audit/
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SOURCES

1. https://www.searchenginejournal.com/meta-removes-training-crawl-clause-commercial-terms/593584/