**Facebook's History-Erasing Tool is Coming, But At Cost to Ads**

Facebook plans to launch a tool this year that will enable users to clear their history on the platform as the company seeks to improve privacy and security. Chief Financial Officer David Wehner said the feature will "give us some headwinds in terms of being able to target as effectively as before," adding that a focus on privacy is "contributing to our expected deceleration of revenue growth throughout the year."

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<https://variety.com/2019/digital/news/facebook-clear-history-hurt-ad-growth-1203150227/>