

Facebook Wants Your Banking Data

The social network's negotiating stance with institutions evolved

By *AnnaMaria Andriotis* and *Emily Glazer*

Facebook Inc. had been haggling with financial firms over its access to users' sensitive financial information for years, well before the social-media company came under fire for its handling of personal data.

As recently as last year, the social-media company pressed financial firms for the ability to use customer data flowing through its Messenger platform for a range of purposes, including advertising, according to people familiar with the matter and documents reviewed by The Wall Street Journal. Concerned about privacy,...