Facebook says that Third Party Sites are not allowed to use your username or your profile picture in ads.

If this changes, and Facebook does let Third Party Sites use your personal information, you can choose who can see advertisements with your personal information by selecting Ads from the Settings sidebar menu and selecting ‘No One’ or ‘Only my friends’ from the drop down menu.

Every time you ‘Like’ a product or business or ‘Check-In’ at a venue, Facebook is allowed to use your photos or your ‘Like’ to advertise these things/places to your friends. It is part of the terms and conditions of being a Facebook user. You can limit this by selecting ‘No one’ from the drop down menu under Ads and Friends...
...but it is probably safer to go to your **Activity Log**...

...Click on **Likes** from the Side Menu and select **Pages and Interests**...
...and ‘Unlike’ anything that will use you to advertise their product or service.

You can also ‘Opt out’ of ads that Facebook targets to you (those annoying ads that appear on the side of your screen, and sometimes in your News Feed).