



Interest-Based Advertising: Privacy and User Control

At Google, our goal is to help you find the information you're looking for. We do this by giving you search results, but also by showing you ads that you might be interested in.



Some of these ads are on sites around the web--like news sites or blogs--that partner with Google to show ads. Other ads run on our video site, YouTube. You can recognize many of our ads by the 'Ads by Google' label.

Ads have helped fund the web from its earliest days. At Google, we also see them as sources of useful information. As such, we want these ads to be as relevant as possible, which is why we have various approaches to how we place ads. Sometimes we show contextual ads, meaning ads related to the content on the page you're currently viewing. Other times we'll show you ads

based on interest categories or based on your previous visits to certain websites. So if you love to travel and frequently visit travel-related websites, you're more likely to see interest-based ads about vacations and travel deals as you surf the web.

How interest-based ads work

When you visit a website showing ads from Google, Google stores a cookie (a string of random numbers and letters) in your browser to remember your visit. Your cookie might look like this:

```
id=9a36|t=1235692439|et=730|cs=nus41z3i
```

If many of the websites or YouTube videos you visit and watch are about travel, Google puts your cookie number in the 'travel' interest category. This means that when you subsequently visit websites that show interest-based ads by Google, Google will recognize your cookie number and may show you more travel ads.

Google also uses your cookie number so that advertisers can show you ads based on your previous interactions with them, such as visits to their websites. For example, if you visit a website that sells pet supplies, you might see an ad from that particular pet supply website the next time you browse other sites showing interest-based ads from Google.

How we're protecting user privacy

It's important to remember that when you see interest-based ads by Google:

- They're not based on any information stored in your Google Account, such as your email, or any visits to websites with sensitive content, such as medical information
- Your cookie doesn't tell Google who you are or any personal information about you, such as your address or phone number
- Google doesn't collect personal information or share it with others without your permission

We've built privacy features that allow you visibility into how Google serves ads and offer innovative new ways to control the information that's associated with your cookie.

In-ad notice: Click on our in-ad label for more info about Ads by Google

When you see a text or display ad shown by Google on a website you're visiting, we think you should see a clear notice on the ad itself that you can click on to get more information about how such ads are shown to you. Google already provides an 'Ads by Google' notice on a majority of the ads we show on partners' websites and on YouTube. We are committed to improving coverage even further in 2009 by expanding the range of ad formats and publishers that display 'Ads by Google' or other labels that indicate Google is serving the ad.



Ads Preferences Manager: View and edit the information we use to show you ads



Google lets you edit the interest categories associated with your cookie using our Ads Preferences Manager. This helps you customize which interest-based ads you see so they're even more relevant to you.

To set your Google Ads Preferences, type google.com/ads/preferences into your browser, or you can click on most 'Ads by Google' links, then click on 'Ads Preferences Manager.'

Click 'Add interests' to scroll through a list of interest categories. If you're interested in sports, just add the 'Sports' category, and we may show you more sports-related ads. You can also remove interest categories if you'd like to see fewer of those types of ads. Your ads preferences also apply to ads you see on YouTube. If you're curious, the Ads Preferences Manager shows you the cookie number that Google associates with your interests.

If you don't want your cookie information used for interest-based ads, you can opt out at any time with one click. After you opt out, Google won't collect interest category information and you won't receive interest-based ads. You'll still see the same number of ads, but they may not be as relevant to you.

Remember, if you set your ads preferences or opt out of interest-based ads, this information is stored in a cookie, so it's only on the browser of the computer that you're using at the time. This means that if you delete your browser's cookies, you'll need to reset your preferences or opt out of interest-based ads again.

Permanent opt-out: Install a browser plug-in that preserves your opt-out cookie

If you'd prefer to opt out permanently, Google has created an open source browser plug-in that saves your opt-out settings even when you clear your cookies. After you opt out, just click the download button and follow the instructions to install a browser plug-in that saves your opt-out settings permanently.

Opt out

Category	
Business	Remove
Entertainment	Remove
Food & Drink	Remove

Add interests Google does not associate sensitive interest categories with your ads preferences.