

Google[™] Interest-Based Advertising on the
Google Content Network

GOOGLE CONFIDENTIAL

- **Privacy by design is ingrained in our culture**
 - Organic and holistic approach to privacy
 - Everyone's responsible – engineers to executives
 - Effective privacy is built into our products
 - Global design principles: transparency, choice, and security

- **Our information practices are user-centric**
 - We use information to provide great products and services for our users
 - Most of our products – including search – can be used without registration
 - We ensure strong restrictions on transfer of personal information to third parties

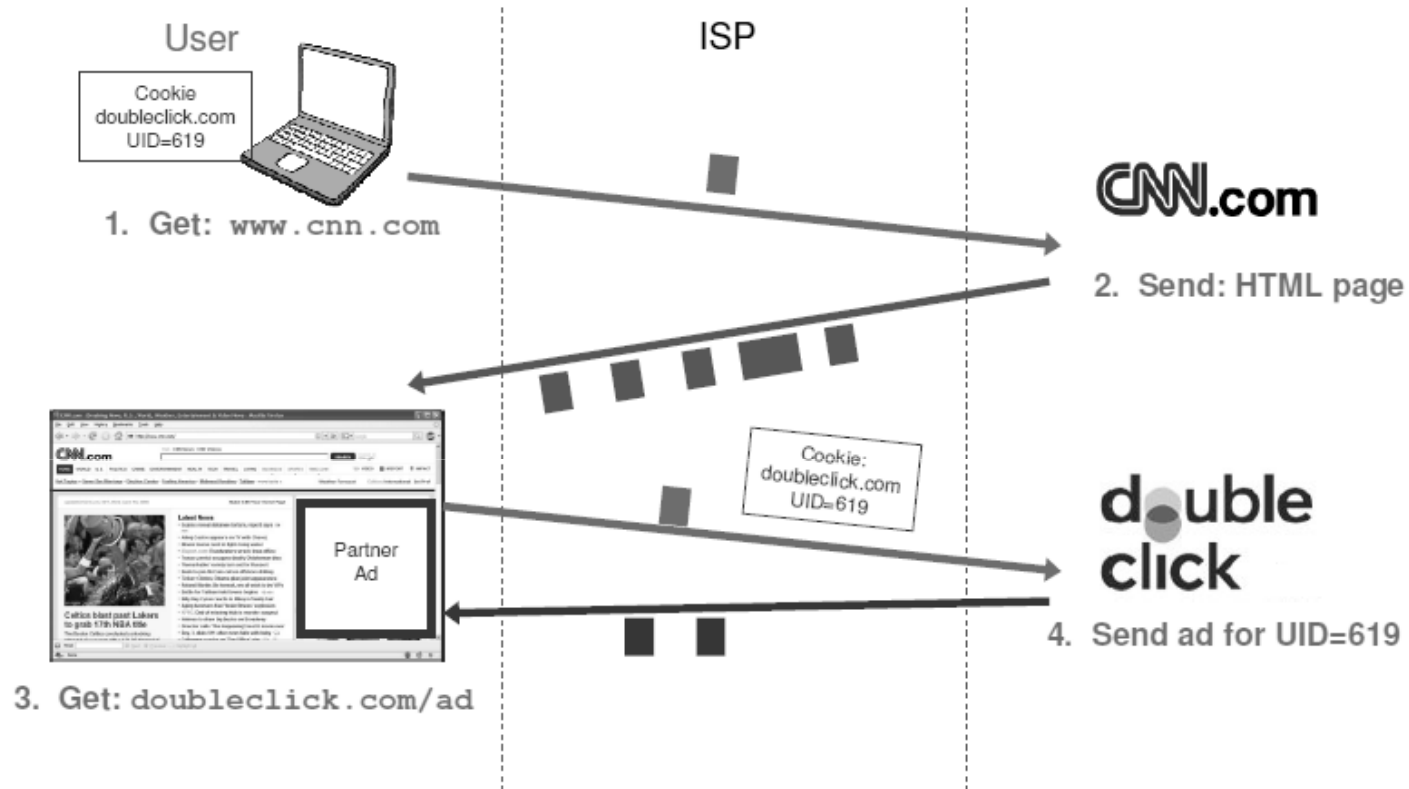
- **Design Principle 1 – Transparency**
 - Layered privacy policy format
 - Clear, timely notices and privacy options written in easy-to-understand language
 - Videos for users describing our technology and data practices
 - More innovation in the works
- **Design Principle 2 – Choice**
 - Privacy choices are granular and meaningful
 - Movement away from binary approaches to consumer choice
- **Design Principle 3 – Security**
 - State-of-the-art security and dedicated security teams
 - No sensitive personal data used without opt-in consent
 - Continuing emphasis on privacy innovation in areas like Gmail and Google Health

Privacy and advertising

Working to solve the “transparency and choice” problem

Third Party Ad Serving in a nutshell

Google



Today's Industry Players

Google

Retargeting
(Technology Providers)



Ad Networks, Exchanges & Portals



Data Aggregators



New Entrants – ISP Technology



Audience Extension
(Technology Providers)



Note: This slide only reflects selected vendors and is not intended to be a comprehensive list

Sample of Industry Publishers Involved

Google



Source: http://revenuescience.com/advertiser_partners/publishers.asp

Sample of industry advertisers involved

Google



Source: http://revenuescience.com/advertiser_partners/advertisers.asp

Google's entry: interest-based advertising



Interest Categories – Primary Focus

Allows advertisers to serve ads on the GCN to consumers based on their interests (e.g., sports and travel enthusiasts).

Associate a consumer with interests based on the type of sites they visit, recognizing them through the DoubleClick cookie.



Remarketing

Allows advertisers to serve ads on the GCN to consumers who visited their sites previously. Recognize consumers based on the recently launched DoubleClick-GCN cookie.

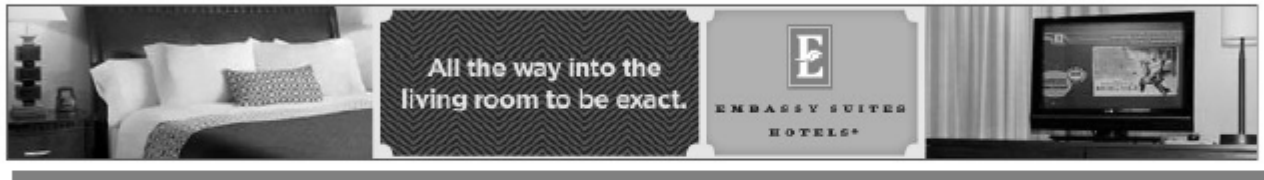


Reach of Interest-Based Advertising

Interest-based advertising only offered on the Google Content Network (GCN) and YouTube.

Today's standard display ad:

Google



... and the issues we're trying to solve:

- Who served the ad?
- Who was the ad served for?
- What information is being collected, & how is it being used?

Google's approach to interest-based advertising

- **Transparency in the right place, at the right time**
 - Prominent notice to consumers → in the ad
- **Choice that is meaningful**
 - Ads Preference Manager → granular controls
- **Respecting choice**
 - Single cookie opt-out and persistent opt-out plug-in
- **Transparency beyond privacy policies**
 - Plain language, videos and user-friendly user interface

In-Ad Notice and Choice

Google

The New York Times

Monday, February 16, 2009

World

Search All NYTimes.com

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REAL ESTATE AUTO
AFRICA AMERICAS ASIA PACIFIC EUROPE MIDDLE EAST

FRONTLINE INSIDE THE MELTDOWN
ON AIR & ONLINE FEB 17 WATCH A PREVIEW

www.PBS.org/Frontline

Feedback - Ads by Google

www.PBS.org/Frontline

Feedback - Ads by Google

Clicking on the “Feedback – Ads by Google” link

Visit the [Ads Preferences Manager](#) to learn more and customize which interest-based ads you see.

Google Advertising Programs

What are Ads by Google?

Ads by Google appear throughout the web on sites that use Google's [AdSense](#) program to show ads. We aim to make these ads as useful and interesting to you as possible. Sometimes the ads we show you are based on the topic of the page you are viewing. Other times, the ads are intended to reflect your interests which are based on the topics of the participating websites that you've previously visited.

Visit the [Ads Preferences Manager](#) to learn more and customize which interest-based ads you see.

Want your business to appear in Ads by Google? Try **AdWords**

- Reach people who are interested in information related to your products and services
- Drive new customers to your site in minutes
- Easily control costs - pay only for clicks that bring customers to your website

Your ads appear beside related search results...



People click your ads...



...And connect to your business



Sure that AdWords is right for you? [Sign Up Now](#)

Want to serve Ads by Google on your site? Try **AdSense**

- Get paid for displaying Google ads that are relevant to your site's content
- Customize ads to complement the look and feel of your site
- Track the success of different formats and locations with online reports



Sure that AdSense is right for you? [Sign Up Now](#)

Google Content Network ads – Ads Preferences Manager

Google™ Ads Preferences

Make the ads you see on the web more interesting

Many websites, such as news sites and blogs, partner with us to show ads on their sites. To see ads that are more related to your interests, edit the interest categories below, which are based on sites you have recently visited. [Learn more](#)

Your interests are associated with an advertising cookie that's stored in your browser. If you don't want us to store your interests, you can opt out below.

Watch our video:
[@ Ads Preferences explained](#)

TRANSPARENCY



Ads Preferences effect ads that Google shows on other websites.

Your interests

Below you can edit the interests that Google has associated with your advertising cookie:

Crafts	Remove
Home	Remove
Home > Decoration	Remove
Sports	Remove
Cooking	Remove

[Add interests](#) Google does not associate sensitive interest categories with your ads preferences. ⓘ

Opt out

Opt out if you prefer ads not to be based on the interest categories above.

[Opt out](#)

GRANULAR CHOICE

PERSISTENT OPT-OUT

Adding interests – consumer empowerment & engagement

Ads Preferences

see on the web more interest
ows sites and blogs, partner with us to
dit the interest categories below, which

ted with an advertising cookie that's stor
t out below.

ined

No interest categories are associated v

[Add interests](#)

You can add interests such as Entertai

How does Google add interests automat

Opt out if you prefer ads not to be based on the interest categories above.

[Opt out](#)

When you opt out, Google disables this cookie and no longer associates interest categories with your browser.

Google stores the following information in a cookie to associate your ads preferences with the browser you are currently using:

Add interests ✕

You can add interest categories to your ads preferences using the list below.

<input checked="" type="checkbox"/> <u>A</u> nimals	Add
<input type="checkbox"/> <u>A</u> rts & Humanities	Add
<input type="checkbox"/> <u>B</u> ooks & Literature	Add
Book Retailers	Add
E-Books	Add
Fan Fiction	Add
Poetry	Add
<input checked="" type="checkbox"/> <u>H</u> umanities	Add

[Submit changes](#) [Cancel](#)

Google's Persistent Opt-Out Plug-in



Google Advertising Cookie Opt-out Plugin

Select a language - [Help](#)

Using Chrome? Follow [these instructions](#) to make your opt-out preference permanent in your browser.

Save your opt-out preference permanently

With this browser plugin you can permanently opt out of the DoubleClick cookie, which is an advertising cookie that Google uses.

The plugin lets you keep your opt-out status for this browser even when you clear all cookies.

Don't want to opt-out?

Visit the [Ads Preferences Manager](#) to edit the preferences that are associated with this cookie.

Open source

The Google Advertising Cookie Opt-Out Plugin is available as open source on our [project code site](#).

**Download the advertising
cookie opt-out plugin**

Requires Firefox 2+

Also available for [Internet Explorer](#)

Using another browser?

Follow our [instructions for Chrome](#) and [for Safari](#) that will make your opt-out preference permanent.

More questions? See the [FAQ](#)

Google's Ad Preferences Manager Features



- Gives users the ability to:
 - Block interest-based advertising completely
 - See interests that have been inferred by Google
 - Add/remove interests that have been inferred
- Provides educational information:
 - What are cookies?
 - What does opting-out mean for me?
 - How was I labeled as sports enthusiast?
 - No sensitive interest categories will be used
- Users can access from:
 - "Ads by Google" link landing page
 - Privacy Center

Communicating with our users

Privacy in user-friendly, plain language

Beyond the privacy policy: Ads Privacy Center



Google Privacy Center

[Privacy Center](#)

[Privacy Overview](#)

[Privacy Policy](#)

[Privacy FAQ](#)

[Privacy Blogs](#)

[Terms of Service](#)

Find on this site:

Search

Advertising and Privacy

We serve search text ads via [AdWords](#) on [google.com](#), and we also serve contextual and placement-targeted text and display ads on the [Google content network \(AdSense\)](#). To protect privacy, we follow three principles when we serve ads:

- **Transparency** – We provide detailed information about our advertising policies and practices.
- **Choice** – We offer an opt-out for advertising cookies.
- **No personally identifiable information** – We don't collect or serve ads based on personal information without your permission.

The [Google Privacy Policy](#) describes how we treat personal information in Google's products and services, including information provided when using or interacting with our advertising services. In addition, the [Privacy Policy for Google ads](#) and the [Google content network](#) describes our privacy practices relating to our advertising services.

Advertising Cookie Opt-out

Google uses cookies to serve more relevant ads. [Learn more about how Google uses advertising cookies.](#)

Anyone may opt out of the DoubleClick cookie (for both the Google content network and DoubleClick ad serving) at any time by clicking the button above. In addition, Google allows third party advertisers to serve ads on the Google content network. Using a tool created by the [Network Advertising Initiative](#), you can [opt out](#) of several third party ad servers' and networks' cookies simultaneously. (Google also uses cookies for Google Analytics and conversion tracking. [Read more about this in our FAQ](#) below.)

Advertising Privacy Videos



[Google Privacy: A Look at Cookies](#)



[Google Privacy: Third Party Ad Serving Basics, Part 1](#)



[Google Privacy: Third Party Ad Serving Basics, Part 2](#)



[Google Privacy: Third Party Ad Serving Basics, Part 3](#)



[Cookies - Google Privacy Tips](#)

Opt out

Opt out of the cookie for the Google content network and DoubleClick ad serving

Beyond the privacy policy: Google Privacy Channel



YouTube™ Videos | Categories | Channels | Community | Upload

Hello, rwd1968 [My Account](#) | [Help](#) | [Log Out](#) | [Site](#)

The Google Privacy Channel

Keeping you informed about how we protect your privacy when you use Google

[YouTube privacy policy](#)

[Videos](#) | [Favorites](#) | [Playlists](#) | [Groups](#) | [Subscriptions](#)

The Google Privacy Channel

[Subscribe](#)

googleprivacy
Style: —
Joined: October 29, 2007
Last Login: 4 days ago
Videos Watched: 25

DIRECTOR

Subscribers: **102**
Channel Views: **7,852**

Welcome to Google's Privacy Channel. We've created it to keep you informed about our privacy policies — how we treat your personal information — and about how you can protect your privacy while using Google.

Country: **United States**

#38 - Most Subscribed (This Week) - Directors

Google Search Privacy: Plain and Simple
From: Google
Views: 56,708
Comments: 133

Connect with googleprivacy

[Send Message](#)
 [Share Channel](#)
 [Block User](#)
 [Add as Friend](#)

<http://www.youtube.com/googleprivacy>

Subscriptions (5)

Playlists

Google Search Privacy 2 Videos

In the first two short videos on privacy, Google talks about what information we collect when you use our search engine and the steps we've taken to protect it. In future videos, we'll talk about why Google keeps logs, what information we record when you're signed into a Google account and steps

[Play All](#)
[Subscribe](#)
[Share](#)

Beyond the privacy policy: Ads preferences FAQ Google

Google Ads Preferences

[Home](#)

[How it works](#)

FAQ

Frequently Asked Questions

Overview

- [What are ads preferences and how do they affect which ads I see?](#)
- [How does Google automatically add interests to my ads preferences?](#)
- [What are "cookies" and how does Google use them to show interest-based ads?](#)

About interest-based ads

- [Where does Google show me interest-based ads?](#)
- [Do my ads preferences apply to the ads I see when I search on Google?](#)
- [How do ads work that are based on visits to advertiser websites?](#)
- [What other technology does Google use to show me relevant ads?](#)

Editing your ads preferences

- [How do I edit my ads preferences?](#)
- [What happens when I remove an interest category?](#)
- [Do my ads preferences still apply when I delete my cookies, change computers, or use a different browser?](#)
- [I edited my ads preferences, but they disappeared. What happened?](#)

Privacy

- [Are my ads preferences connected to my Google searches, Gmail, or Google Account information?](#)
- [What data does Google collect and how is it used?](#)

Google



Thank you
Questions?