

YourAdChoices Token ID-Based Choices Tool Category Descriptions



Introduction

Integrated into the [YourAdChoices Token ID-Based Choices Tool](#) user flow is the ability to surface categories of interest among consumers. These category lists can help demystify the digital advertising industry, give consumers additional granular control, and provide greater transparency to all stakeholders.

Upon visiting the "Customize Preferences" tool hosted by the DAA, 24 interest categories will be displayed to the individual. The list is purposefully simplified to apply to a broad range of interests. There may be examples included under each category, but these are not an exhaustive list of interests related to each category.

Category-level preference selection is a maturing process. It is part of a long term effort to provide greater transparency and consumer control. To this end, the category-level preferences will initially be offered to consumers on a best-effort basis as companies begin to implement the preference signals within their systems.

How it Works

Consumers customize their interests and submit their choices to participating companies to help deliver more relevant ads. For more information about each category, they can click on the icon.

For category descriptions, click on the category icon/title or scroll down.



AUTOMOTIVE

The Automotive category may include ads for products and services related to motor vehicle-related products and services. It relates to the making, selling, buying, leasing, and renting of as well as the repair and service of vehicles.

CAREERS

The Careers category may include ads for products and services related to a person's profession, occupation, or vocation. It can encompass employment, training, networking, internships, resumes and related services which help a person advance in his or her field of work.

COMMUNITY & CULTURE

The Community & Culture category may refer to ads for products and services related to a group of people that share a common identity, interests, customs and traditions, location, and/ or other social characteristics.

CONSUMER ELECTRONICS

The Consumer Electronics category may include ads for products and services related to technology used for recreation, leisure, communication purposes, or everyday use - such as wearables, mobile devices and tablets, laptops, computers, printers, cameras, televisions, and scanners.

DATING

The Dating category may include ads for products and services that help adult persons seek the company, companionship, and/or relationships with other adults based on a variety of interests.

DIET & FITNESS

The Diet & Fitness category may refer to ads for products and services related to a healthier physical condition as a result of exercise and/or nutrition. For example, it may include gyms, fitness classes, and equipment, as well as weight management or other nutrition and wellness products and services.

EDUCATION

The Education category may refer to ads for products and services related to fields of academic study, educational institutions like schools and universities, as well as different levels of instruction and/or pursuit of knowledge.

ENTERTAINMENT & ARTS

The Entertainment & Arts category may include ads for different leisure activities such as books, movies, TV shows, music, radio and podcasts, theater, and pop culture. It may also include a field of art such as museum exhibitions, fine arts, and more.

FAMILY & PARENTING

The Family & Parenting category may cover ads for products and services related to familial relationships and/or the care for those relationships, including baby, child, and elder care.

FINANCE: BUSINESS & PERSONAL

The Finance category may include ads for products and services related to financial services supporting commercial and agricultural industries, as well as consumer services incorporating personal investments, loans, savings, energy and home utilities, and insurance.

FOOD & COOKING

The Food & Cooking category pertains to ads for products and services related to culinary interests and/or ingredients, meal planning and preparation, recipes, and groceries.

GAMBLING, ALCOHOL & TOBACCO

The Gambling, Alcohol & Tobacco category may include ads for products and services related to legal activities for adults such as betting in card games, playing slot machines and lotteries, traveling to casino destinations for gambling, purchasing or consuming wine, beer and spirits, and/ or purchasing and consuming tobacco products.

GAMES & APPS

The Games & Apps category may encompass ads for products and services related to board games, video games, and eSports as well as any downloadable applications for your mobile device (including photo and video apps, reference apps, shopping apps, etc.). Apps focused on other interest areas reflected in this list of categories may be included within the respective category.

HOBBIES & INTERESTS

The Hobbies & Interests category may cover ads for products and services related to activities or interests that someone enjoys as a pastime. For example, collecting, arts and crafts, puzzles, sewing/knitting, gardening, model making, woodworking, and content production could serve as a hobby and interest category.

HOME IMPROVEMENT & APPLIANCES

The Home Improvement & Appliances category may include ads for products and services related to renovating or remodeling a home. It may also include machines that perform household functions such as air conditioning, washing machines, ovens, vacuum cleaners, yard equipment, hardware, etc.

LIFESTYLE

The Lifestyle category encompasses ads for products and services related to a person's or culture's way of living. This can include life events such as birthdays, weddings, and anniversaries or national, civic, and religious holidays as well as lifestyle choices such as sustainability and green-living.

NEWS & POLITICS

The News & Politics category may refer to ads for products and services related to current events broadcasted in local, national, and international news outlets as well as weather, political affairs, foreign affairs, government and elections.

PETS

The Pets category includes ads for products and services related to adoptions, products, services, and care for a domesticated animal (such as a dog, cat, bird, fish, etc.), or exotic animal (snakes, rabbits, etc.).

REAL ESTATE

The Real Estate category describes ads for products and services related to any commercial, industrial, agricultural and residential property. It may include the purchase or renting of apartments, houses, land and farms.

SHOPPING: BEAUTY & FASHION

The Shopping: Beauty & Fashion category may refer to ads for products and services related to the care of and purchase of apparel and footwear, cosmetics, and grooming.

SHOPPING: CONSUMER PACKAGED GOODS & NON-APPAREL

The Shopping: Consumer Packaged Goods & Non-Apparel category may refer to ads for products and services related to the care of and purchase of apparel and footwear, cosmetics, and grooming.

SPORTS & OUTDOORS

The Sports & Outdoor category includes ads for products and services related to the equipment, services and activities of competitive or recreational physical activities (for example, soccer, football, hiking, fishing and hunting, cycling, camping, etc.) as well as fans, fantasy sports, and sporting events.

TECHNOLOGY & INTERNET

The Technology & Internet category may encompass ads for products and services related to any electronic or digital products or services such as computer software and networks, as well as cloud, mobile, and web-based technologies.

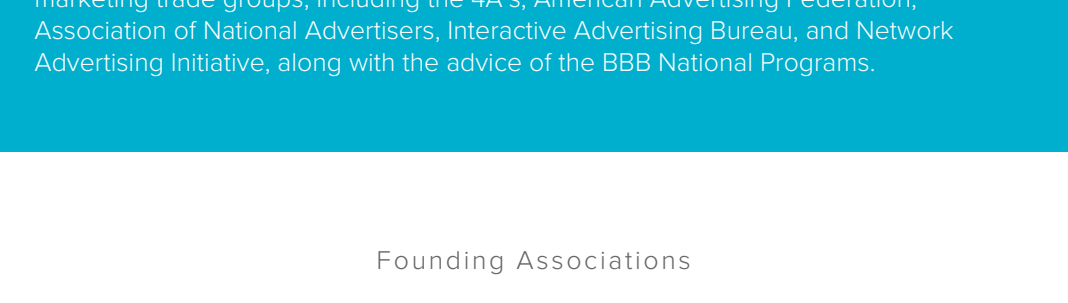
TRAVEL

The Travel category refers to ads for products and services related to any trip to another place. This may include travel for work, vacation, and tourism, and other personal reasons—and for any products or services needed for or during travel.

About the Digital Advertising Alliance

The Digital Advertising Alliance (DAA) is an independent not-for-profit organization which establishes and enforces responsible privacy practices for relevant digital advertising, while giving consumers information and control over the types of digital advertising they receive. The DAA manages the YourAdChoices, WebChoices, and mobile AppChoices programs. The DAA also runs the PoliticalAds program, which is designed to increase transparency and accountability around digital express advocacy ads. The DAA is managed by a consortium of the leading national advertising and marketing trade groups, including the 4A's, American Advertising Federation, Association of National Advertisers, Interactive Advertising Bureau, and Network Advertising Initiative, along with the advice of the BBB National Programs.

Founding Associations



www.digitaladvertisingalliance.org

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