YourAdChoices Token ID-Based Categories & Sub-Categories
INTRODUCTION

Integrated into the YourAdChoices Token ID-Based Choice Tool is the ability to provide a list of interest categories that consumers can customize and submit their choices to help participating companies deliver more relevant ads. This category (and sub-categories) list helps demystify the digital advertising industry, gives consumers additional granular control, and provides greater transparency to all stakeholders.

By selecting the “Customize Preferences” option in the YourAdChoices Token ID-Based Choice Tool, 24 interest categories are displayed to the consumer. The list is purposefully simplified to apply to a broad range of interests but this is not an exhaustive list of sub-categories.

Category-level preference selections is a maturing process. It is part of a long-term effort to provide greater transparency and consumer privacy 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 platforms.
AUTOMOTIVE

AUTO BODY
AUTO BUYING & SELLING
AUTO INFOTAINMENT
AUTO NAVIGATION
AUTOMOTIVE OWNERSHIP
AUTO PARTS
AUTOMOTIVE PRODUCTS
AUTO RECALLS
AUTO RENTAL
AUTO REPAIR
AUTO SAFETY
AUTO SAFETY TECHNOLOGIES
AUTO SHOWS
AUTO TECHNOLOGY
AUTO TOWING AND REPAIR
AUTO TYPE/MOTOR VEHICLES (BY TYPE)
MOTOR VEHICLES (BY TYPE)
AUTO TYPE
AUTOMOTIVE CARE PRODUCTS
AUTOMOTIVE PARTS & ACCESSORIES
AUTOMOTIVE SERVICES
AUTOMOTIVE TIRES
AUTOS & VEHICLES
BUDGET CARS
CAR ALARMS
CAR AMPLIFIERS
CAR CULTURE
CAR NAVIGATION EQUIPMENT
CAR SEATS
CAR SPEAKERS
CAR WASH
CARGO TRUCKS & TRAILERS
CUSTOM & PERFORMANCE VEHICLES
DASH CAM VIDEOS
GAS PRICES & VEHICLE FUELING
LEASES
NEW VEHICLES
ROAD-SIDE ASSISTANCE
CAREERS

APPRENTICESHIPS
CAREER ADVICE
CAREER IMPROVEMENT & ADVICE
CAREER PLANNING
CAREER RESOURCES & PLANNING
COVER LETTERS
EDUCATION & CAREERS
EMPLOYMENT
EMPLOYMENT AGENCIES
INTERNSHIPS
JOB FAIRS
JOB LISTINGS
JOB SEARCH
JOBS
JOBS & EDUCATION
NETWORKING
REMOTE WORKING
RESUMES
RESUME WRITING
VOCATIONAL TRAINING

COMMUNITY & CULTURE

BLACK VOICES/COOKING
BLACK VOICES/ENTERTAINMENT
BLACK VOICES/MOVIES
BLACK VOICES/SPORTS
COPIERS
DESKTOPS
E-READERS
ELECTRONICS ACCESSORIES
FAX
HEADPHONES
HOME AUTOMATION
HOME ENTERTAINMENT SYSTEMS
HOME THEATER SYSTEMS
LAPTOPS & NOTEBOOKS
MARINE ELECTRONICS
MOBILE PHONES & ACCESSORIES
PHOTOGRAPHY SUPPLIES
PRINTERS
SCANNERS
SECURITY DEVICES
SMARTPHONES
TABLETS
TABLETS & E-READERS
TELEVISIONS
VIDEO
VIDEO GAME CONSOLE ACCESSORIES
VIDEO GAMES & CONSOLES
WEARABLE TECHNOLOGY

DATING

DATING & PERSONALS
SINGLE LIFE

DIET & FITNESS

ALTERNATIVE MEDICINE
CHILDREN’S HEALTH
DANCE STUDIOS
EXERCISE & FITNESS EQUIPMENT
FITNESS & EXERCISE
FITNESS
GYMS & HEALTH CLUBS
HEALTHY LIVING
HERBS & SUPPLEMENTS
HOLISTIC HEALTH
KETO
MEN'S HEALTH
NUTRITION
PARTICIPANT SPORTS
PARTICIPANT SPORTS LEAGUES
PERSONAL TRAINERS
RECREATION & FITNESS ACTIVITIES
RUNNING & JOGGING
SELF DEFENSE & MARTIAL ARTS CLASSES
SENIOR HEALTH
SWIMMING FACILITIES
VEGAN DIETS
VEGETARIAN DIETS
WEIGHT LOSS
WELLNESS
WOMEN'S HEALTH
YOGA STUDIOS

EDUCATION

ACADEMIC CONFERENCES & PUBLICATIONS
ACADEMIC INTERESTS
ADULT EDUCATION
ARTS & HUMANITIES
COLLEGE EDUCATION
COLLEGE PLANNING
COLLEGES & UNIVERSITIES
EDUCATION
EARLY CHILDHOOD EDUCATION
EDUCATION & CAREERS
FINANCE: BUSINESS & PERSONAL

ACCOUNTANTS
ACCOUNTING & AUDITING
ADVERTISING & MARKETING
AUCTIONS
BANKING
BOOKKEEPERS
BUSINESS ACCOUNTING & FINANCE
BUSINESS ADMINISTRATION
BUSINESS & INDUSTRIAL
BUSINESS BANKING & FINANCE
BUSINESS I.T.
BUSINESS OPERATIONS
BUSINESS UTILITIES
COMMERCIAL LENDING
CONFERENCES, EVENTS & SEMINARS
CONSTRUCTION & MAINTENANCE
CONSUMER ISSUES
CREDIT & DEBT REPAIR/CREDIT REPORTING
CREDIT CARDS
ECONOMY
ENERGY & UTILITIES
ENERGY INDUSTRY
EXECUTIVE LEADERSHIP & MANAGEMENT
FINANCE
FINANCE & INSURANCE
FIND THE RIGHT BUSINESS FOR YOU

- Retirement Planning
- Sales
- Science & Laboratory
- Signage
- Small & Medium-Sized Business
- Small Business
- Small Business Owner
- Startups
- Stocks & Investments
- Student Financial Aid
- Tax Preparation Services
- Taxes
- Telecom Services
- Waste Disposal & Recycling

**Food & Cooking**

- Bakeries
- Bakery
- Baking
- Barbecues & Grilling
- Beverages
- Breakfast
- Candy
- Carbonated Soft Drinks
- Catering
- Coffee & Tea
- Condiments & Sauces
- Cookies & Crackers
- Cooking
- Cooking & Recipes
- Cuisines
- Dairy
- Desserts & Baking
REFRIGERATED CONDIMENTS
REFRIGERATED DESSERTS
REFRIGERATED DOUGH
REFRIGERATED FOOD
REFRIGERATED MEALS
REFRIGERATED MEATS
RESTAURANTS
SNACKS
SPORTS/ENERGY DRINKS
VEGAN DIETS
VEGETABLES
VEGETARIAN DIETS
WATER
WORLD CUISINES

GAMBLING, ALCOHOL & TOBACCO

ALCOHOLIC BEVERAGES
BARS
CIGARS
LOTTERIES & SCRATCHCARDS
POKER & PROFESSIONAL GAMBLING

GAMES & APPS

APPS
BILLIARDS
COMPETITIVE VIDEO GAMING
COMPUTER & VIDEO GAMES
CONSOLE GAMES
ESPORTS
GAMES
MOBILE GAMES
PC GAMES
VIDEO GAME GENRES
VIDEO GAMING
HOBBIES & INTERESTS

ANTIQUING & ANTIQUES
ARTS & CRAFTS
BEEKEEPING
BIRDWATCHING
COLLECTABLES & ANTIQUES
COLLECTING
CONTENT PRODUCTION
DIVING & UNDERWATER ACTIVITIES
DRAWING & COLORING
FIBER & TEXTILE ARTS
GAMES & PUZZLES
GARDENING
GENEALOGY & ANCESTRY
HOBBIES & INTERESTS
HOBBIES & LEISURE
MAGIC & ILLUSION
MODEL TOYS
MUSICAL INSTRUMENTS
MUSICAL INSTRUMENTS & ACCESSORIES
PARANORMAL PHENOMENA
PAWN SHOPS
PSYCHICS & ASTROLOGY
RADIO CONTROL & MODELING
RECREATION
SCI-FI & FANTASY
STATIONERY
WORKSHOPS & CLASSES
HOME IMPROVEMENT & APPLIANCES

APPLIANCE REPAIR
BUSINESS & HOME SECURITY SERVICES
CARPETING & FLOORING SERVICES
EMERGENCY PREPAREDNESS
FLOOD, FIRE & GAS SAFETY
FURNITURE
GAS AND ELECTRIC SERVICES
HARDWARE SUPPLIES
HOME & GARDEN
HOME CARE
HOME IMPROVEMENT & REPAIR
HOME APPLIANCES
HOME SAFETY & SECURITY
HOUSEHOLD APPLIANCES
HOUSEKEEPING SERVICES
LANDSCAPE DESIGN
LANDSCAPING SERVICES
LAWN & GARDEN SERVICES
PEST EXTERMINATORS
PLUMBERS
POOL, SPA INSTALLATION & MAINTENANCE
REMODELING & CONSTRUCTION
WATER SERVICES
WINDOW INSTALLATION & TREATMENTS

LIFESTYLE

AFFLUENT LIVING
ENVIRONMENTAL LIVING
EVENTS
GIFTS & HOLIDAY ITEMS
GREEN LIVING
HOLIDAYS
LIFE EVENTS
PARTY SUPPLIES & DECORATIONS
PERSONAL CELEBRATIONS & LIFE EVENTS
RELIGIOUS ITEMS
SOCIAL NETWORKS & ONLINE
COMMUNITIES
SWEEPSTAKES
WEDDINGS
YOUNG & EDGY LIVING

NEWS & POLITICS
CRIME & JUSTICE
DISASTERS
ECONOMY NEWS
GOVERNMENT
INTERNATIONAL NEWS
LAW
LEGAL
LOCAL NEWS
MAGAZINES AND NEWSPAPERS
MEDIA
MERGERS & ACQUISITIONS
NATIONAL NEWS
NEWS
NEWS & CURRENT EVENTS
POLITICS
WEATHER
WORLD NEWS

PETS
BIRDS
CATS
DOGS
REAL ESTATE

APARTMENTS
COMMERCIAL REAL ESTATE
DEVELOPMENTAL SITES
HOTEL PROPERTIES
HOUSES
INDUSTRIAL PROPERTY
LAND AND FARMS
LOTS & LAND
OFFICE PROPERTY
REAL ESTATE
REAL ESTATE BUYING AND SELLING
REAL ESTATE RENTALS
REAL ESTATE RENTING AND LEASING
REAL ESTATE SALES
REAL ESTATE SERVICES FOR OWNERS
RESIDENTIAL REAL ESTATE
 RETAIL PROPERTY
 TIMESHARES & VACATION PROPERTIES

SHOPPING: BEAUTY & FASHION

APPAREL
BEAUTY
BEAUTY SERVICES
BODY ART
CHILDREN'S CLOTHING
CLOTHING
CLOTHING ACCESSORIES
CLOTHING AND ACCESSORIES
COSMETICS
COSTUMES AND ACCESSORIES
DESIGNER CLOTHING
FACE & BODY CARE
FACTORY OUTLET STORES
FASHION & STYLE
FASHION TRENDS
FOOTWEAR
FOOTWEAR ACCESSORIES
FRAGRANCE
GROOMING SUPPLIES
HAIR CARE
HANDBAGS AND WALLETS
HIGH FASHION
HOSIERY
JEWELRY AND WATCHES
MEN'S FASHION
PERSONAL CARE
PERSONAL CLEANSING
SHAVING
SHOPPING MALLS
SKIN CARE
STREET STYLE
STYLE & FASHION
SUNGLASSES
WOMEN'S FASHION

SHOPPING: CONSUMER PACKAGED GOODS & NON-APPAREL

AIR FRESHENERS
BARBEQUE
BATHROOM ACCESSORIES
SPORTS & OUTDOORS

AMERICAN FOOTBALL
ATHLETIC EQUIPMENT
AUSTRALIAN RULES FOOTBALL
AUTO RACING
BADMINTON
BASEBALL
BASKETBALL
BEACH VOLLEYBALL
BODYBUILDING
BOWLING
BOXING
CHEERLEADING
COLLEGE SPORTS
CRICKET
CYCLING
DARTS
DISABLED SPORTS
DIVING
EQUINE SPORTS
EXTREME SPORTS
OLYMPIC SPORTS
OUTDOOR PLAY EQUIPMENT
OUTDOOR RECREATION EQUIPMENT
RUGBY
RUNNING & WALKING
SAILING
SKIING & SNOWBOARDING
SNOOKER/POOL/BILLIARDS
SOCCER
SOFTBALL
SPORTING EVENTS
SPORTING GOODS
SPORTS EQUIPMENT
SPORTS EQUIPMENT
SQUASH
SWIMMING
TABLE TENNIS
TENNIS
TRACK AND FIELD
VOLLEYBALL
WALKING
WATER POLO
WEIGHTLIFTING
WRESTLING
TECHNOLOGY & INTERNET

MACHINE LEARNING & ARTIFICIAL INTELLIGENCE
AUGMENTED REALITY
COMMUNICATION
COMPUTER SOFTWARE
COMPUTING
SOFTWARE
TECHNOLOGY
TELECONFERENCING
TEXT & INSTANT MESSAGING
VIRTUAL & AUGMENTED REALITY
VIRTUAL REALITY
WEB APPS & ONLINE TOOLS
WEB BROWSERS
WEB DESIGN & DEVELOPMENT
WEB SERVICES

TRAVEL

ADVENTURE TRAVEL
AFRICA TRAVEL
AIR TRAVEL
ASIA TRAVEL
AUSTRALIA & OCEANIA TRAVEL
AUTO RENTAL
BEACH TRAVEL
BED & BREAKFASTS
BUDGET TRAVEL
BUSINESS TRAVEL
CAMPING
COACH TRAVEL
CRUISES & CHARTERS
DAY TRIPS
EUROPE TRAVEL
FAMILY TRAVEL
FERRY TRAVEL
FLIGHTS
HONEYMOONS & GETAWAYS
HOTELS
HOTELS & RESORTS
LONG DISTANCE BUS & RAIL
LOW COST & LAST MINUTE TRAVEL
LUGGAGE & BAGS
MOTELS
NORTH AMERICA TRAVEL
PASSENGER TRANSPORTATION
POLAR TRAVEL
RAIL TRAVEL
RENTAL CARS
ROAD TRIPS
SIGHTSEEING TOURS & ACTIVITIES
SOUTH AMERICA TRAVEL
SPAS
TIMESHARES
TOURISM
TOURIST DESTINATIONS
TRAVEL & TRANSPORTATION
TRAVEL ACCESSORIES
TRAVEL AGENTS & ONLINE TRAVEL SERVICES
TRAVEL GUIDES & TRAVELOGUES
TRAVEL INSURANCE
TRAVEL LOCATIONS
TRAVEL PREPARATION & ADVICE
TRAVEL TYPE
VACATIONS