

## Instructions to Integrate Remarketing Code Snippet with your iOS Mobile App

1. Right-click on your project in Xcode. Choose Add > Existing Files...
2. .. and select GoogleConversionPing.h and libGoogleConversionTracking.a. You should be able to rebuild your project now without any errors
3. Add the following lines of code to each method where you want to add users to a specific remarketing list:

```
[GoogleConversionPing
    pingRemarketingWithConversionId:@"<conversion_id>"
    label:@"conversion_label"
    screenName:@"<screen_name>"
    customParameters:nil];
```

The parameters <conversion\_id> and <conversion\_label> in the above code should be automatically generated by the AdWords system when you retrieve your tag. The <screen\_name> parameter, however, is unique to each remarketing list. You will need to enter this manually. Enter a different <screen\_name> parameter for each remarketing list that you would like to create.

4. Ensure that GoogleConversionPing.h is imported in all files where you are adding the above piece of code (i.e., #import "GoogleConversionPing.h")
5. Rebuild the project and test. You may check your debug logs to ensure that it is of the format shown below:

```
http://www.googleadservices.com/pagead/conversion/<conversion_id>/
?label=<conversion_label>&value=&muid=<your_encoded_device_id>&bun
dleid=<bundle_id_from_apple>&appversion=<version>&osversion=6.xx.x
x&sdkversion=ct-sdk-i-v2.0.0&timestamp=1234567890.123456&remarketi
ng_only=1&lat=0&data=screen_name%3D<screen_name>
```

## Information to Include in your Privacy Policy

If you're using the remarketing feature, you must have an appropriate description of your use of remarketing in mobile advertising. The description must be included in the privacy policies of all apps that include the remarketing tag.

For Remarketing on Mobile Applications, privacy policies should include the following information:

- Third party vendors, including Google, show your ads on mobile apps.
- Third party vendors, including Google, use hashed device identifiers to serve ads based on a user's prior visits to your mobile apps.
- Users may opt out of Google's use of device identifiers by visiting the [Google](#)

[advertising opt-out page](#) on their mobile device.

Because advertiser sites and laws across countries/territories vary, we're unable to suggest specific privacy policy language. However, you may wish to review resources such as the [Network Advertising Initiative](#) (NAI) for guidance on drafting a privacy policy.

## **Restrictions for Sensitive Categories in Remarketing**

If you'd like to start creating remarketing ad campaigns, first you need to add specific information to your site's privacy policy (see the previous section for suggestions on privacy policy additions). There are also some specific restrictions that apply. As an advertiser using remarketing, you're restricted from:

- (a) running ads which collect Personally Identifiable Information (PII) including, but not limited to, e-mail addresses, telephone numbers, and credit card numbers.
- (b) creating a remarketing list or creating ad text that specifically targets users in ways which are outlined as "prohibited" in the categories below.

In addition to the policies regarding the creation of remarketing lists, there are also policies applicable to ad content. Specifically, ad text should not imply knowledge of personally identifiable or sensitive information about the user, even when the remarketing list has been created without using such information.

### **Ad categories where such ad text restrictions apply include:**

- Gambling
- Adult or non-family safe content (ads or sites)
- Racial or ethnic information
- Sexual behavior or orientation information
- Political and trade union or government services information
- Financial status or account information
- Pharmaceuticals or health information
- Content which may be appealing to children

Additionally, any ads which are already prohibited by our [AdWords content policies](#) are not allowed for remarketing campaigns.

### **Creating remarketing lists - a general overview of restrictions**

The following is an overview of the restrictions around using sensitive data when creating remarketing lists:

When creating the list, you cannot use any sensitive information about users. This includes information such as their health information, or in some regions, their memberships to unions or trade organizations.

- ex: If your mobile app collects information about the user's financial status through the user's interaction on the site, you cannot use this sensitive data to create a remarketing list.
- ex: If your mobile app parcels some users into segments (such as by their identified ethnic, racial, or sexual orientation), you cannot use that sensitive

information to reach the users.

- ex: If you have a mobile app for user-generated reviews in Chicago, you cannot create lists of users who have searched for alcohol addiction support groups.

You cannot create a remarketing list that includes users' affirmatively stated sensitive information (for example, a user's political affiliation or ethnicity).

- ex: You can't run an online dating mobile app and create a list of users who've created profiles identifying their ethnicity as "Latino."
- ex: You operate a political mobile app and can't create lists of users who have visited the app and identified themselves as "Social democratic" or "a member of Hospitality workers" union."