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Ads in ChatGPT

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There are currently **no ads in ChatGPT**.

We announced that we will begin internal **testing ads** in ChatGPT for **Free** and **Go** users in the **US**, but they are **not live externally yet**. **Plus, Pro, Business, Enterprise, and Edu** accounts will **not** have ads.

ChatGPT is a trusted and personal space, so we're sharing our principles for advertising ahead of testing.

When will ads be available in ChatGPT?

Ads are not live yet. We announced plans to begin testing ads for Free and Go users in the US. If you're eligible for the test, you'll see clear in-product information when it begins.

Who will see ads?

We plan to begin testing ads with **Free** and **Go** adult users in the **US**.

Will Plus, Pro, Business, Enterprise, and Edu accounts have ads?

No. **Plus, Pro, Business, Enterprise, and Edu** accounts will **not** have ads.

Do ads influence the answers ChatGPT gives me?

No. Ads do not influence the answers ChatGPT gives you. ChatGPT's responses are based on what is most helpful to you. Ads are separate and clearly labeled.

How will ads be shown?

Ads will be clearly labeled and shown separately from ChatGPT's responses, so it's always clear what's an ad and what's an answer.

What are OpenAI's principles for advertising in ChatGPT?

As we explore advertising, we'll do it in a way that prioritizes user trust and keeps ChatGPT helpful.

- **Mission alignment:** Our mission is to ensure AGI benefits all of humanity; our pursuit of advertising is always in support of that mission and making AI more accessible.
- **Answer independence:** Ads do not influence the answers ChatGPT gives you. Answers are optimized based on what's most helpful to you. Ads are always separate and clearly labeled.
- **Conversation privacy:** We keep your conversations with ChatGPT private from advertisers and we never sell your data to advertisers.
- **Choice and control:** You control how your data is used. You can turn off personalization, and you can clear the data used for ads at any time. We'll always offer a way to not see ads in ChatGPT, including a paid tier that's ad-free.
- **Long-term value:** We do not optimize for time spent in ChatGPT. We prioritize user trust and user experience over revenue.

Do you share my conversations with advertisers?

No. We do not share your conversations with ChatGPT with advertisers.

If you choose to message an advertiser through an ad (for example, to ask questions while making a purchase decision), the advertiser will only see the messages you send them directly.

Can I control my ads experience?

Yes. You can control your ads experience and decide whether you'd like your ads personalized so they'll be more relevant to you.

We never sell your data to advertisers, and you can clear all data used for ads at any time.

Will there be a way to not see ads?

Yes. We'll always offer a way to not see ads in ChatGPT, including tiers that are ad-free.

Where can I read all of your advertising principles?

Read all our principles here: <https://openai.com/index/our-approach-to-advertising-and-expanding-access/>

I'm interested in advertising on ChatGPT. How can I learn more?

At this stage, we're focused on learning from early testing in the coming weeks. We'll have more to share as we learn from early use and feedback.

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