Cookie and Advertising Settings

If you agree, we may use your personal information from one of these Amazon Services to personalize the ads we show you on other services. For example, we may use your Prime Video watch history to personalize the ads we show you in our stores or on Fire TV. We may also use personal information that we receive from third parties (such as demographic information).

If you also agree, we also use cookies to improve your shopping experience in the Amazon stores, as described in our Cookie Notice. Your choice applies to the use of first-party and third-party advertising cookies for this service. Cookies store or access standard device information such as a unique identifier. The 96 third-party providers that use cookies on this service do so for their purposes of displaying and measuring personalized advertising, gaining audience insights, and developing and improving products.

In any case, we use cookies and similar tools that are necessary to enable you to make purchases, improve your shopping experience, and provide our services, as described in our Cookie Notice. We also use these cookies to understand how customers use our services (e.g. by measuring website views) so that we can make improvements.

Click [Accept] to accept all cookies or [Decline] to refuse all non-essential cookies. Click [Adjust] to view more detailed advertising options or learn more. You can change your selection at any time by visiting Cookie and Advertising Settings.

To learn more about how and for what purposes Amazon uses personal information (such as in-store order history or Prime Video playback history) and cookies, please visit our Privacy Policy and Cookie Notice.

Inside the Adjust Option: Cookie and Advertising Settings

We use cookies and similar tools (collectively referred to as “cookies”) for the purposes described below. Authorized third parties also use cookies for limited advertising-related purposes, which are described below. We apply your cookie settings to this Amazon service (website and app version) when you are logged in. If you’re not signed in, we may need to ask you again about your preferences. You can find more information about cookies and their use in our Cookie Notice.

We also use your personal information to personalize the ads we show you as described below. For more information about how Amazon uses your personal information for ads, see the Interest-Based Advertising Notice.

• [Accept All]

• [Reject Everything]

• [Technically Necessary Cookies] (These cannot be disabled as they are required to provide services).

Additional Information

We use cookies to provide our services, for example:

• To recognize you when you sign in.

• To recognize whether you’re a Prime member and provide additional customized features.

• To display relevant features, products, and services, including store ads.

• To track items stored in your shopping cart.

• To prevent fraudulent activity and improve security.

• To consider your settings (such as currency and language).

• To conduct research and diagnostics to improve Amazon’s services.

Advertising Cookies

These cookies allow us to provide you with ads relevant to your interests and measure their effectiveness.

Personal Data from Amazon Services

Allows us to use personal information from all Amazon services to personalize the advertisements we show you across Amazon and third-party services.

• Stores: Includes browsing, viewing, and order history.

• Alexa: Includes interactions with Alexa.

• Amazon Device Services: Includes interactions on Amazon devices and services.

• Entertainment Services: Includes video, music, Audible, games, Kindle eBooks.

• Other Amazon Services: Includes Amazon Business, Shopbop, and AbeBooks.

Personal Data from Third Parties

Allows us to personalize ads based on demographic information (such as age group) or other data received from third parties.

You can change your settings at any time by visiting “My Account”, the Cookie Notice, or the Interest-Based Advertising Notice. Some mobile operating systems may restrict the use of cookies and similar technologies beyond these settings.