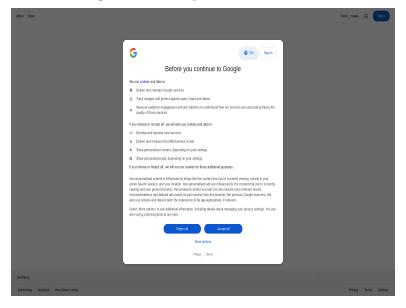
# **Legitimate Analysis Report**



#### **Content:**

This is a Google cookie consent popup. It asks users to accept or reject cookies. Accepting cookies will allow Google to track user activity for improving services, personalizing content, and showing targeted ads. Rejecting cookies will limit Google's data collection, but may result in a less personalized experience. The popup also provides more information about how cookies are used and offers a "More options" button for further customization. No metadata available.

## **Legitimate Characteristics:**

- Transparency: The popup clearly explains the purpose of cookies and the consequences of accepting or rejecting them.
- Choice: Users are given the option to accept or reject cookies, providing them with control over their data.
- Information: The popup provides information about how cookies are used, allowing users to make informed decisions.
- Customization: The "More options" button allows users to further customize their cookie settings.

### **Possible Green Flags:**

- Brand Recognition: The popup is from a well-known and reputable company, Google.
- Clear Language: The popup uses clear and concise language that is easily understandable.
- Control Options: Users are provided with multiple control options, including accepting, rejecting, or customizing cookie settings.

#### Impacts:

- User Experience: Users can make informed choices about their privacy and customize their online experience.
- Data Collection: Google can collect data for improving services and personalizing content.
- Targeted Advertising: Google can use data collected through cookies to show targeted advertisements.