A ADDITIONAL INFORMATION

A.1 Images

Below mentioned are some screenshots from the conducted experiment.

How your ads are personalised Ads are based on personal info that you've added to your Google Account, data from advertisers that partner with Google and Google's estimation of your interests. Choose any factor to learn more or update your preferences. Learn more 18-24 years old

Figure 2: Image of Ad Personalization before starting experiment

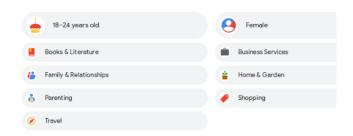


Figure 3: A simulated user having "Result" as Female

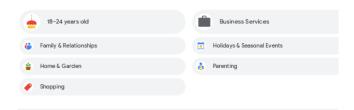


Figure 4: A simulated user having "Result" as No Gender

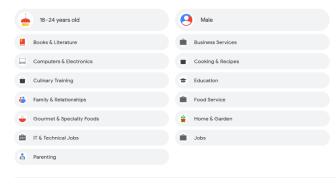


Figure 5: A simulated user having "Result" as Male

A.2 Table

Enclosed is the complete table of the experiment, having all fifty entries defined on the sections Username, Keywords, Treatment, Label and Result.

Table 6: Table of experimental results

@gmail.com)	Keywords	Treatment	Label	Resul
dfisher0001		Interests were already present		
dfisher0002	web developer jobs	linkedin.com	Radical	
		glassdoor.com	Radical	Femal
dfisher0003	high paying finance	cnbc.com	Steady	
	jobs	businessinsider.com emolument.com	Steady Radical	Mal
10.1 0004	1			.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
adfisher0004	data scientist	kdnuggest.com glassdoor.com	Steady Steady	
		datajobs.com	Steady	
	software developer jobs data scientist	collegegrad.com coursera.com	Steady Radical	
	data scientist	coursera.com	Radical	Male
dfisher0005	bollywood	bollywood.com	Radical	
adisicious	,	livemint.com	Radical	
	11	rediff.com/movies zeenews.india.com	Radical Radical	
	small screen news	ndtv.com	Radical	Mal
dfisher0006	fashion designer jobs	linkedin.com	Radical	
distictooo	fashion designer jobs	shine.com	Radical	
		indeed.com	Radical	Femal
dfisher0007	disability	swavlambancard.gov.in	Steady	
	hospitals	themighty.com	Steady	
		themaxhealthcare.com	Radical	No Gende
dfisher0008	nurse jobs	aetnacareers.com	Steady	
		glassdoor.com indeed.com	Steady Radical	Femal
10.1				remai
dfisher0009	event management jobs	indeed.com naukri.com	Steady Steady	
		linkedin.com	Steady	No Gende
dfisher0010	online dating	lovealways.in	Steady	
disierooro	yoga	verywellfit.com	Radical	Femal
dfisher0011	data scientist	kdnuggets.com	Steady	
unsneroorr	software developer	glassdoor.com	Steady	
	•	collegegrad.com	Radical	Mal
dfisher0012	buy cars	cardekho.com	Steady	
		carwale.com	Steady	
	nykaa software developer	nykaa.com naukri.com	Radical Steady	
	jewellery	pcjeweller.com	Radical	
	soccer	espn.com	Radical	
	home decor cricket	pepperfry.com cricbuzz.com	Radical Steady	
	nail art	stylecraze.com	Steady	
	bridal dress	davidsbride.com	Steady	
	pregnancy pinterest	kidspot.com pinterest.co.uk	Radical Steady	No Gende
10.1				No Genue
dfisher0013	doctor jobs	naukri.com indeed.com	Radical Steady	
		monsterindia.com	Radical	
		freshersworld.com	Radical	Mal
dfisher0014				iviai
	hairdresser jobs	naukri.com	Radical	ividi
	hairdresser jobs	indeed.com	Radical Steady	
	hairdresser jobs		Radical	
adfisher0015	hairdresser jobs	indeed.com glassdoor.com parenting.com	Radical Steady Radical	
		indeed.com glassdoor.com parenting.com psychologytoday.com	Radical Steady Radical Steady Radical	
		indeed.com glassdoor.com parenting.com	Radical Steady Radical	
		indeed.com glassdoor.com parenting.com psychologytoday.com apa.org	Radical Steady Radical Steady Radical Steady	Femal
		indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com	Radical Steady Radical Steady Radical Steady Radical Steady Steady	Femal
dfisher0015	parenting	indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com	Radical Steady Radical Steady Radical Steady Radical Steady	Femal
dfisher0015	parenting	indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com	Radical Steady Radical Steady Radical Steady Radical Steady Steady Radical	Femal
adfisher0015 adfisher0016	parenting chef jobs	indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com finecooking.com pexels.com	Radical Steady Radical Steady Radical Steady Radical Steady Steady Radical Steady Steady Steady	Femal No Gende Mal
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adfisher0015 adfisher0016	parenting chef jobs cooking horoscope	indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com finecooking.com pexels.com cookinglight.com youtube.com	Radical Steady Radical Steady Radical Steady Radical Steady Steady Radical Steady Radical	Femal No Gende Mal
ndfisher0015 ndfisher0016	parenting chef jobs cooking	indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com finecooking.com pexels.com cookinglight.com	Radical Steady Radical Steady Radical Steady Radical Steady Steady Radical Steady Radical	Femal No Gende Mal
ndfisher0015 ndfisher0016	parenting chef jobs cooking horoscope tantra	indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com finecooking.com pexels.com cookinglight.com youtube.com youtube.com	Radical Steady Radical Steady Radical Steady Radical Steady Radical Steady Radical Radical	Femal No Gende Mal
ndfisher0015 ndfisher0016	parenting chef jobs cooking horoscope tantra demons	indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com finecooking.com pexels.com cookinglight.com youtube.com youtube.com	Radical Steady Radical Steady Radical Steady Radical Steady Steady Radical Radical Radical Radical	Femal No Gende Mal
adfisher0015 adfisher0016 adfisher0017 adfisher0018	parenting chef jobs cooking horoscope tantra demons puja	indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com finecooking.com pexels.com cookinglight.com youtube.com youtube.com youtube.com traveltraiangle.com travelandleisure.com	Radical Steady Radical Steady Radical Steady Radical Steady Steady Radical Radical Radical Radical Steady Radical	No Gende Mal Femal
adfisher0015 adfisher0016 adfisher0017 adfisher0018	parenting chef jobs cooking horoscope tantra demons puja	indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com finecooking.com pexels.com cookinglight.com youtube.com youtube.com youtube.com traveltraiangle.com	Radical Steady Radical Steady Radical Steady Radical Steady Steady Radical Steady Radical Radical Radical Radical Radical	No Gende Mal Femal
adfisher0015 adfisher0016 adfisher0017 adfisher0018	chef jobs cooking horoscope tantra demons puja expensive vacations	indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com finecooking.com pexels.com cookinglight.com youtube.com youtube.com youtube.com traveltraiangle.com travelandleisure.com	Radical Steady Radical Steady Radical Steady Radical Steady Steady Radical Radical Radical Radical Steady Radical	No Gende Mal Femal
adfisher0015 adfisher0016 adfisher0017 adfisher0018	parenting chef jobs cooking horoscope tantra demons puja expensive vacations pinterest (unknown gender then interests are selected,	indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com finecooking.com pexels.com cookinglight.com youtube.com youtube.com youtube.com traveltraiangle.com travelandleisure.com lifebeyondsportmedia.com	Radical Steady Radical Steady Radical Steady Radical Steady Steady Radical Radical Radical Radical Steady Radical	No Gende Mal Femal
adfisher0015 adfisher0016 adfisher0017 adfisher0018	chef jobs cooking horoscope tantra demons puja expensive vacations	indeed.com glassdoor.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com finecooking.com pexels.com cookinglight.com youtube.com youtube.com youtube.com traveltraiangle.com travelandleisure.com lifebeyondsportmedia.com	Radical Steady Radical Steady Radical Steady Radical Steady Steady Radical Radical Radical Radical Steady Radical	No Gende Mal Femal
adfisher0015 adfisher0016 adfisher0017 adfisher0018	parenting chef jobs cooking horoscope tantra demons puja expensive vacations pinterest (unknown gender then interests are selected, gender changed to female) soccer technology	indeed.com glassdoor.com parenting.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com finecooking.com pexels.com cookinglight.com youtube.com youtube.com youtube.com travelandleisure.com travelandleisure.com ifiebeyondsportmedia.com pinterest.co.uk (logged in) pinterest.co.uk	Radical Steady Radical Steady Radical Steady Radical Steady Steady Radical Radical Radical Radical Radical Radical Radical Radical Steady Steady Radical	No Gende Mal Femal
adfisher0015 adfisher0016 adfisher0017 adfisher0018	chef jobs cooking horoscope tantra demons puja expensive vacations pinterest (unknown gender then interests are selected, gender changed to female) soccer	indeed.com glassdoor.com parenting.com parenting.com psychologytoday.com apa.org ted.com nytimes.com catererglobal.com indeed.com finecooking.com pexels.com cookinglight.com youtube.com youtube.com youtube.com traveltraiangle.com traveltraiangle.com ifaebeyondsportmedia.com pinterest.co.uk (no login)	Radical Steady Radical Steady Radical Steady Radical Steady Steady Radical Radical Radical Radical Radical Radical Radical Radical Steady Radical	Femal No Gende Mal Femal No Gende

Table 7: Table of experimental results

Username (@gmail.com)	Keywords	Treatment	Label	Resul
adfisher0042	event management jobs	naukri.com indeed.com linkedin.com	Steady Radical Radical	Female
10.1				1 ciliaic
adfisher0043	english literature	internationalstudent.com gutenberg.org	Steady Steady	
adfisher0044		study.com	Radical	
		over 20 sites	Steady	No Gende
	nharma aist iaha	naukri.com	Ctonder	
adiisher0044	pharmacist jobs	linkedin.com	Steady Steady	
		indeed.com	Radical	Female
10.1 00.45	1 . 1			
adfisher0045	hotel management jobs	naukri.com linkedin.com	Steady Radical	F1
		iinkedin.com	Radical	Female
adfisher0046	machine learning conferences	guidetoresearch.com	Steady	
		mlconf.com	Steady	
		aideadlin.com, hpe.com	Radical	Male
adfisher0047	software engineer	login to indeed using	Steady	
		a google account		
	6.11.1.1	mlconf.com	Steady	
	full stack developer	naukri.com linkedIn (company website	Steady Radical	Male
		Paypal, Accenture)	Radicai	Male
		72		
adfisher0048	rahul gandhi	india today	Steady	
	narendra modi	wikipedia.com browsed political news	Radical Steady	
	india pakistan partition google news	official website	Steady	
	united nations	official website	Radical	No Gende
10.1				cride
adfisher0049	IBM careers	data science jobs	Radical	
	microsoft careers amazon careers	data science jobs data science jobs	Radical Radical	
	google careers	data science jobs	Radical	Male
adfisher0050	yoga	artofliving.com	Steady	
	teaching jobs	indeed.com	Steady Radical	Female
	shopping	myntra.com	Radical	remaie
adfisher051	cooking	cookingchanneltv.com and clicked	Steady	
	_	finecooking.com and visited	Radical	
	flowers	fromyouflowers.com	Radical	Female
adfisher052	myntra	myntra.com and chose women	Steady	
	street style store	streetsylestore.com	Radical	
	soccer	goal.com	Radical	Female
adfisher053	home decor	homecentre.in and clicked	Steady	
		and chose women	,	
	embroidery	mybluprint.com	Radical	
	bikes	gaadi.com	Steady	
	nykaa	nykaa.com	Radical	Female
adfisher054	finance	investopedia.com	Radical	
		finmin.nic.in	Steady	
	chartered accountant jobs	naukri.com	Radical	Male
adfisher055	wings of fire	goodreads.com	Steady	
adiisiici 055	inferno	danbrown.com	Radical	
	skydiving	traveltraingle.com	Radical	
	canoeing	icfcanoeing.com	Radical	Female
adfisher056	desert camping	makemytrip.com	Steady	
	paragliding	flyingnirvana.com	Radical	Female
10.1 0#=				
adfisher057	software engineering jobs software developer	indeed.com indeed.com	Steady	Male
	sortware developer		Radical	male
adfisher058	nearest gym	anytimefitness.com, visit web pages	Steady	
	1 1	and viewed youtube video	n 1: 1	
	kettlebells	amazon.com mensjournal.com	Radical Radical	Male
	weight training	mensjournai.com	rauicai	wille
adfisher059	nearest gym	anytimefitness.com, visit web	Steady	
		pages and viewed youtube video	Ct 1	
	yoga	yogajournal.com	Steady	3.4 1
		artofliving.com	Radical	Male
adfisher060	pinterest and	interest are - photography, women,	Radical	
	gender is male	fashion, gardening, celebrity, nature		
	tree	wikipedia.com	Steady	
	woodpecker	wikipedia.com	Steady	
	c programming nursingr	defenders.org	Steady Radical	
	nursingr cricket	programiz.com nurse.com	Steady	
	Football	cricbuzz.com	Steady	
	finance	yahoo.com/finance	Radical	
	IIIIance	googlenews.com	Steady	No Gende
	news		-	
ndfahar0/1	news		Ct., - J.,	
adfisher061	news IBM careers	respective official websites and	Steady Radical	
adfisher061	news	respective official websites and searched for data science	Radical	
adfisher061	IBM careers Microsoft careers	websites and		
adfisher061	news IBM careers Microsoft careers Adobe careers	websites and searched for data science	Radical Steady	

Table 8: Table of experimental results

ords	Treatment Label	Result
ices guide	le2research.com Steady	
_	mlconf.com Radical	
	tryolabs.com Steady	
clicked four links o	on trylobs.coms Radical	Male
ardi	bacardi.com Radical	
onk oldm	nonkrum.ee/en/ Steady	
ring medilinepl	lus.com, nhs.uk Steady	
lens mothere	earthnews.com, Radical	
balc	conygardenweb	Female
iobs	indeed.com Steady	
mes	babytv.com Radical	No Gender
ups	pin.nic.in Radical	
	nhs.uk Steady	
alcoholre	rehabguide.com Steady	
ient very	ywellmind.com Steady	
positivepsych	hologyprogram Radical	Female
ork apa	artmentlist.com Radical	Female
	e ripple effect of Radical	
	ng leaders(man)	
ship reimagin	ining leadership Steady	
	(by a woman)	
	art collides with Steady	
	ta(by a woman)	
iner forbes.com,	, mindtools.com Radical	
	indeed.com Radical	
	glassdoor.com Radical	Female
0	nomsbelief.com Steady	
	afternoon.com Steady	
eeds		
	ncbi.gov Radical	No Gender
neer	indeed.com Steady	
	glassdoor.com Steady	
pper	indeed.com Radical	Female
ı ml	mlconf.com Steady	
iobs	linkedin.com Radical	Female