

A ADDITIONAL INFORMATION

A.1 Images

Below mentioned are some screenshots from the conducted experiment.

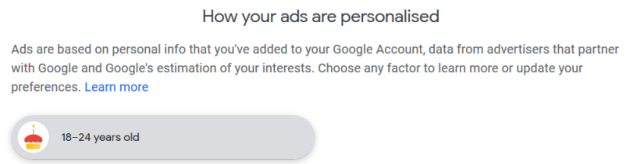


Figure 2: Image of Ad Personalization before starting experiment

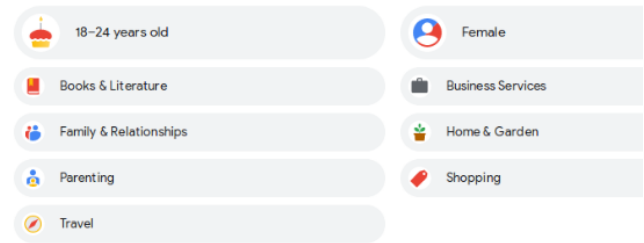


Figure 3: A simulated user having “Result” as Female

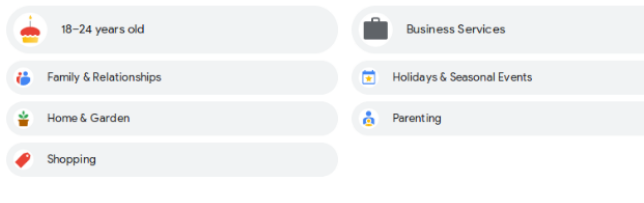


Figure 4: A simulated user having “Result” as No Gender

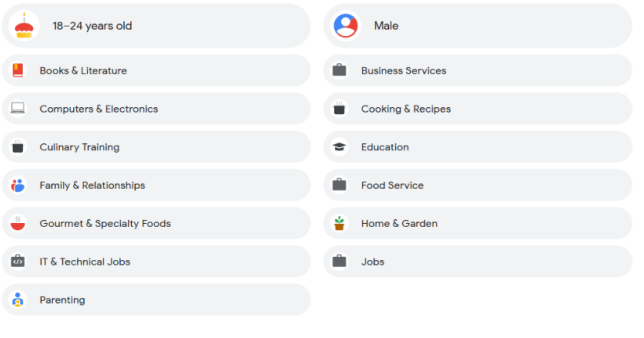


Figure 5: A simulated user having “Result” as Male

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

Username (@gmail.com)	Keywords	Treatment	Label	Result
adfisher0001	Interests were already present			
adfisher0002	web developer jobs	linkedin.com glassdoor.com	Radical Radical	Female
adfisher0003	high paying finance jobs	cnbc.com businessinsider.com emolument.com	Steady Steady Radical	Male
adfisher0004	data scientist software developer jobs data scientist	kdnugget.com glassdoor.com datajobs.com collegegrad.com coursera.com coursera.com	Steady Steady Steady Steady Radical Radical	Male
adfisher0005	bollywood small screen news	bollywood.com livemint.com rediff.com/movies zeenews.india.com ndtv.com	Radical Radical Radical Radical Radical	Male
adfisher0006	fashion designer jobs	linkedin.com shine.com indeed.com	Radical Radical Radical	Female
adfisher0007	disability hospitals	swavlbancard.gov.in themighty.com themaxhealthcare.com	Steady Steady Radical	No Gender
adfisher0008	nurse jobs	aetnacareers.com glassdoor.com indeed.com	Steady Steady Radical	Female
adfisher0009	event management jobs	indeed.com naukri.com linkedin.com	Steady Steady Steady	No Gender
adfisher0010	online dating yoga	lovealways.in verywellfit.com	Steady Radical	Female
adfisher0011	data scientist software developer	kdnuggets.com glassdoor.com collegegrad.com	Steady Steady Radical	Male
adfisher0012	buy cars nykaa software developer jewellery soccer home decor cricket nail art bridal dress pregnancy pinterest	cardekho.com carwale.com nykaa.com naukri.com pcjeweller.com espn.com pepperfry.com cricbuzz.com stylecraze.com davidsbride.com kidspot.com pinterest.co.uk	Steady Steady Radical Steady Radical Radical Radical Steady Steady Steady Radical Steady	No Gender
adfisher0013	doctor jobs	naukri.com indeed.com monsterindia.com freshersworld.com	Radical Steady Radical Radical	Male
adfisher0014	hairstylist jobs	naukri.com indeed.com glassdoor.com	Radical Steady Radical	Female
adfisher0015	parenting	parenting.com psychologytoday.com apa.org ted.com nytimes.com	Steady Radical Steady Radical Steady	No Gender
adfisher0016	chef jobs	catererglobal.com indeed.com	Steady Radical	Male
adfisher0017	cooking	finecooking.com pexels.com cookinglight.com	Steady Steady Radical	Female
adfisher0018	horoscope tantra demons puja	youtube.com youtube.com youtube.com youtube.com	Radical Radical Radical Radical	No Gender
adfisher0019	expensive vacations	traveltriangle.com travelandleisure.com lifebeyondsportmedia.com	Steady Steady Radical	Female
adfisher0020	pinterest (unknown gender then interests are selected, gender changed to female) soccer technology cricket cars	pinterest.co.uk (no login) pinterest.co.uk (logged in) pinterest.co.uk pinterest.co.uk pinterest.co.uk	Radical Steady Radical Radical Radical	No Gender
adfisher0041	buying apartments	cityreality.com	Radical	Female

Table 7: Table of experimental results

Username (@gmail.com)	Keywords	Treatment	Label	Result
adfischer0042	event management jobs	naukri.com indeed.com linkedin.com	Steady Radical Radical	Female
adfischer0043	english literature	internationalstudent.com gutenberg.org study.com over 20 sites	Steady Steady Radical Steady	No Gender
adfischer0044	pharmacist jobs	naukri.com linkedin.com indeed.com	Steady Steady Radical	Female
adfischer0045	hotel management jobs	naukri.com linkedin.com	Steady Radical	Female
adfischer0046	machine learning conferences	guidetoresearch.com mlconf.com aideadlin.com, hpe.com	Steady Steady Radical	Male
adfischer0047	software engineer full stack developer	login to indeed using a google account mlconf.com naukri.com linkedin (company website Paypal, Accenture)	Steady Steady Steady Radical	Male
adfischer0048	rahul gandhi narendra modi india pakistan partition google news united nations	india today wikipedia.com browsed political news official website official website	Steady Radical Steady Steady Radical	No Gender
adfischer0049	IBM careers microsoft careers amazon careers google careers	data science jobs data science jobs data science jobs data science jobs	Radical Radical Radical Radical	Male
adfischer0050	yoga teaching jobs shopping	artofliving.com indeed.com myntra.com	Steady Steady Radical	Female
adfischer051	cooking flowers	cookingchanneltv.com and clicked finecooking.com and visited fromyouflowers.com	Steady Radical Radical	Female
adfischer052	myntra street style store soccer	myntra.com and chose women streetsylestore.com goal.com	Steady Radical Radical	Female
adfischer053	home decor embroidery bikes nykaa	homecentre.in and clicked and chose women mybluprint.com gaadi.com nykaa.com	Steady Radical Steady Radical	Female
adfischer054	finance chartered accountant jobs	investopedia.com finmin.nic.in naukri.com	Radical Steady Radical	Male
adfischer055	wings of fire inferno skydiving canoeing	goodreads.com danbrown.com traveltriangle.com icfcnoeing.com	Steady Radical Radical Radical	Female
adfischer056	desert camping paragliding	makemytrip.com flyingnirvana.com	Steady Radical	Female
adfischer057	software engineering jobs software developer	indeed.com indeed.com	Steady Radical	Male
adfischer058	nearest gym kettlebells weight training	anytimefitness.com, visit web pages and viewed youtube video amazon.com mensjournal.com	Steady Radical Radical	Male
adfischer059	nearest gym yoga	anytimefitness.com, visit web pages and viewed youtube video yogajournal.com artofliving.com	Steady Steady Radical	Male
adfischer060	pinterest and gender is male tree woodpecker c programming nursingr cricket Football finance news	interest are – photography, women, fashion, gardening, celebrity, nature wikipedia.com wikipedia.com defenders.org programiz.com nurse.com cricbuzz.com yahoo.com/finance googlenews.com	Radical Steady Steady Steady Radical Steady Steady Radical Steady	No Gender
adfischer061	IBM careers Microsoft careers Adobe careers Google careers github google scholar	respective official websites and searched for data science jobs	Steady Radical Steady Steady Radical Radical	Male

Table 8: Table of experimental results

Username (@gmail.com)	Keywords	Treatment	Label	Result
adfisher062	machine learning conferences	guide2research.com mlconf.com tryolabs.com clicked four links on tryolabs.coms	Steady Radical Steady Radical	Male
adfisher063	bacardi old monk quit smoking kitchen gardens	bacardi.com oldmonkrum.ee/en/ medilneplus.com, nhs.uk motherearthnews.com, balconygardenweb	Radical Steady Steady Radical	Female
adfisher064	teaching jobs nursery rhymes	indeed.com babytv.com	Steady Radical	No Gender
adfisher065	alcohol support groups stress management	pin.nic.in nhs.uk alcoholrehabguide.com verywellmind.com positivepsychologyprogram	Radical Steady Steady Steady Radical	Female
adfisher066	apartments in New York	apartmentlist.com	Radical	Female
adfisher067	youtube and TED Talk leadership motivational speakers product trainer	the ripple effect of training young leaders(man) reimagining leadership (by a woman) when art collides with with data(by a woman) forbes.com, mindtools.com indeed.com glassdoor.com	Radical Steady Steady Radical Radical Radical	Female
adfisher068	good parenting empowering parents with special needs	momsbelief.com afternoon.com ncbi.gov	Steady Steady Radical	No Gender
adfisher069	software engineer full stack developer	indeed.com glassdoor.com indeed.com	Steady Steady Radical	Female
adfisher070	conferences in ml data science jobs	mlconf.com linkedin.com	Steady Radical	Female