

## AdChoice

With AdChoice, you can choose whether to see customized advertising on eBay or on the websites of our advertising partners.

AdChoice lets you choose whether to receive customized advertising on eBay as well as on our advertising partners' websites.

When you search, browse, and interact on eBay and our affiliated websites, we'll use this information to make the ads you see on eBay more relevant to your interests. Are you looking to manage email notifications you receive from eBay, including direct marketing emails? Read our article on

<https://www.ebay.com/help/account/changing-account-settings/notifications?id=4203> email notifications

In order to show customized ads we think you'll find interesting on and off our affiliated properties, we may use information you make available to us when you interact with our sites, content or services. You can opt out of these customized ads at any time. Tip Keep in mind that if you opt out of AdChoice, you'll still see ads, but they won't be tailored to your interests based on your eBay activity.

How AdChoice works

You'll see an AdChoice link and icon on ads that are part of the AdChoice program. When you select the link or icon, you'll get more information about AdChoice as well as options to specify your advertising preferences. When you select the AdChoice link or icon, you'll be able to access and read our [User Privacy Notice](https://www.ebay.com/help/policies/member-behaviour-policies/user-privacy-notice-privacy-policy?id=4260) in the pop-up window. If you can't see the

pop-up, you might need to disable your pop-up blocker.

Opting in or out of AdChoice

Follow these steps to opt in or out of AdChoice customized ads:

- Go to our [AdChoice](https://www.ebay.com/adchoice) - opens in new window or tab page.

- In the

May we use your eBay activity to show you customized ads? box, set the toggle to Yes or No.

If you select No, you'll no longer receive customized ads on the browser you're currently using. If you use other browsers and devices to access the internet, you'll need to opt out on those browsers and devices as well. If you opt out, you'll still see ads with the AdChoice link and icon, but the ads won't be customized for you. Tip Your AdChoice preferences stay on even if you are not signed in to eBay, unless you've deleted the cookies in your browser.

## Specifying your AdChoice preferences from an ad

You can specify your AdChoice preferences using the link in an AdChoice ad. Here's how:

- Select the AdChoice link on an ad with the AdChoice icon. You'll see information about the ad and the advertiser's privacy practices.
- Select your options, such as whether to opt out of all personalized advertising or to just reject that particular advertiser.

## How your information is used and shared

We take your privacy seriously, so we don't share personally identifying information with any of our partners. We may work with other websites or ad networks to help bring you relevant ads, and these partners may also have access to some of the information we collect. We have controls in place designed to prevent them from identifying you. You can [request a copy of the data](https://www.ebay.com/help/account/requesting-personal-data/requesting-personal-data?id=5089) we hold about you at any time.

## ad choice,adchoice,personalization,subscription,subscribe,unsubscribe,choice,preferences