

query_intent: knowledge

online shopping sites

According to the given information from Google, cookies and data are used to enhance the quality of their services. While it doesn't explicitly mention online shopping sites, it does state that personalized content and ads can include more relevant results and tailored ads based on past activity from this browser^[1].

Based on this, it can be inferred that when using online shopping sites, Google^[1] may use cookies and data to provide more personalized and relevant content, recommendations, and ads. This could potentially enhance your online shopping experience by showing you products that align with your preferences and previous browsing history.

Please note that the given information is just an inference based on the provided details and the specific mention of tailoring content and ads. For more accurate and detailed information about how Google^[1] specifically handles online shopping sites, it's best to refer to Google's privacy settings and policies available at g.co/privacytools.

Sources (15)

Add

Selected Sources (1)

[1] Before you continue

shopping.google.com/

Remove

Candidate Sources (14)

Follow Up Suggestions

- How does Google use cookies and data to provide personalized content and ads on online shopping sites?
- Can you provide an example of how Google's personalized recommendations on online shopping sites work using cookies and data?
- Are there any specific privacy settings on Google that users can adjust to control the personalization of content and ads on online shopping sites?
- Are there any potential privacy concerns regarding the use of cookies and data by Google on online shopping sites?

query_intent: action

Can you provide an example of how Google's personalized recommendations on online shopping sites work using cookies and data?

Certainly! Google uses cookies^[1] and other technologies to provide personalized recommendations on online shopping sites. For example, if you have used Google services like^[1] Search or YouTube^[1] and allowed personalized ads, Google may use cookies to remember your preferences. These preferences include your preferred language, search results preference, and safety filter choices.

Let's say you have been searching for and clicking on various laptop models on Google Search^[1]. This activity is saved to your Google Account. Later, when you visit an online shopping site like Amazon or eBay, Google may use this information along with other factors, such as your age, gender, and preferences indicated in your Google Account, to provide personalized recommendations for laptops.

In addition to your search and browsing history, the recommendations also take into account activity saved within your Google Account and relevant parameters determined by machine learning models^[2]. For instance, if you have indicated an interest in technology in your Google Account, you might see recommendations for the latest tech gadgets alongside the laptop suggestions.

The personalized recommendations on online shopping sites aim to enhance your shopping experience by showing you products and deals that align with your interests and preferences. It's important to note that the specific implementations may vary depending on the online shopping site and their partnership with Google.



Sources (5)

Add

Selected Sources (2)

Remove All

[1] How Google uses cookies – Privacy & Terms – Google

policies.google.com/technologies/cookies

Remove

[2] Recommendations & personalization - Google Shopping Help

support.google.com/gooshopping/answer/9116422

Remove

Removed Sources (3)

Follow Up Suggestions

- How does Google determine which laptop models to recommend based on search and browsing history?
- Can you explain more about the factors that Google takes into account when providing personalized recommendations?
- Are personalized recommendations solely based on search and browsing history, or are there other factors involved?
- How does Google use machine learning models to improve the accuracy of its personalized recommendations?

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Are personalized recommendations solely based on search and browsing history, or are there other factors involved?

According to information from Google^[1], personalized recommendations on their services like YouTube^[1] and Search, as well as on online shopping sites, are not solely based on search and browsing history. Other factors are involved in generating these recommendations and ads.

For Google^[1] services, these factors include preferences indicated in your Google Account, such as language preference and search result preferences, as well as parameters determined by machine learning models^[2]. These factors are used alongside search and browsing history to provide relevant and personalized recommendations.

For online shopping sites, in addition to search and browsing history, factors like information about users (age, gender) provided in their Google^[1] Accounts and activities saved to their Google Accounts^[2] (searches, videos watched, app installations, interactions with ads) are taken into account. Activity from partner sites that cooperate with Google is also considered. Machine learning models are used to determine the relative importance of these parameters^[2] in order to maximize the relevance of personalized ads and product listings to users.

Therefore, it can be inferred that personalized recommendations on Google^[1] services and online shopping sites involve a combination of search and browsing history, preferences in your Google Account, and machine learning models^[2].



Sources (2)

Add

Selected Sources (2)

Remove All

[1] How Google uses cookies – Privacy & Terms – Google

policies.google.com/technologies/cookies

Remove

[2] Recommendations & personalization - Google Shopping Help

support.google.com/gooshopping/answer/9116422

Remove

Follow Up Suggestions

Can you provide some examples of preferences indicated in a Google Account that could influence personalized

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How do machine learning models determine the relative importance of different parameters?

Is there a limit to the amount of activity from partner sites that can be considered in generating personalized recommendations?

How frequently are these factors reevaluated and updated to ensure relevance in personalized recommendations?

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The text does not contain an answer regarding how frequently the factors are reevaluated and updated to ensure relevance in personalized recommendations.

Pandi could not find an answer in 8 sources. Alternatives:

- Modify the query.
- Start a new thread.

Sources (8)

Add

Selected Sources (0)

Removed Sources (8)

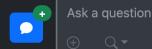
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Ask a question

