

"Google, Your Privacy Policy, and Interest-Based Advertising..."

ALERT!

March 20, 2009

Dear Entrepreneur:

Google wants website owners who use AdSense on their websites to update their privacy policies by April 8th to take into account interest-based advertising. Google uses something called the DoubleClick DART cookie to identify personal interests and serve ads based on those interests. However, Google does not provide sample language for updating privacy policies.

Here is some sample language that I've drafted.

When you visit this website, you may view advertisements posted on the site by Google or other companies. These advertising companies may collect information about you while you are visiting this website and other websites. They may use this data to show you advertisements on this website and elsewhere on the Internet about products and services you might like. This website does not collect the information or control the content of the advertisements that you will see. You may be able to opt out of such advertising. To find out more about Google and its DoubleClick DART cookie used to generate interest-based advertising, [click this link](#). Your use of this website without opting out means that you understand and agree to data collection to provide you with interest-based advertising.

In case you have trouble copying it, the link in the above language is http://www.google.com/privacy_ads.html

Please note that this is not legal advice. Consult your Internet business lawyer to address specific legal issues.

To your success!



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