



Control how we and our partners use your data

You can set your privacy preferences using the controls below. These can be changed at any time by visiting [Your Privacy Controls](#). Find out more about how we use your information in our [Privacy Policy](#) and [Cookie Policy](#).

YAHOO

Accept all

Personalised Advertising on Yahoo:

With your consent, Yahoo will combine and use information we have about you to provide a tailored ad experience that we think you'll find interesting and useful. If you do not consent, you will still see ads from us on Yahoo, as they are an important part of our business, but they will not be personalised. [...more](#)

OFF

Precise Location:

With your consent, we will use your precise location to tailor the ads and content that we provide to you on Yahoo and partners' sites. If you do not consent, we will only use your precise location to provide our services, including app or website features where location is necessary. [...more](#)

OFF

Personalised Advertising on Partner Sites:

With your consent, we will provide you with relevant ads and content on our partners' sites. We will also distinguish your device from other devices based on information it automatically sends, like IP address or browser type. If you do not consent, we will not provide you with personalised ads. [...more](#)

OFF

Device Linking:

With your consent, we will link your devices using common identifiers, which allows us to understand when different devices are likely used by you or your household. Linking your devices allows us to bring you a seamless experience across the different places we interact with you, whether it's your phone, tablet or computer. [...more](#)

OFF

Audience Matching:

Yahoo works with advertisers to serve relevant and personalised ads to audiences they want to reach. We determine these audiences through a match process using identifiers and data from Yahoo's systems and matching them with identifiers and data from an advertising partner's systems. With your consent, we will use this information to serve you relevant ads. [...more](#)

OFF

Personalised Content on Yahoo:

By turning this on, Yahoo will combine and use information we have about you to provide a tailored content experience that we think you'll find interesting and useful. If this is off, you will still see content from us, but it will not be personalised for you. Please note this will not affect any explicit preferences you have set. [...more](#)

OFF

OUR PARTNERS

Yahoo works with partners to provide the personalised experiences that you enjoy across our products and services. We have three types of partners that provide different options to set your privacy preferences.

- 'Framework Partners' allow you to control how they collect and use your data by using the toggles below.
- Google Partners:** By providing consent to Google, Google will also share your data with its additional partners (see 'Show Google Partners') to set cookies and similar technologies and collect information about your device and activity on our products and services to provide and measure ads. Learn more about Google's [data use](#). You can manage Google and Google Partners' use of your data through Google's [View by partner](#) consent control below.

Show Google Partners

Framework Partners

View by purpose/feature

View by partner

Consent: Next to each purpose/feature below is a **consent** toggle. Turn this 'ON' to allow all partners to process your data where they rely on consent.

Legitimate Interest: Next to some purposes below is a **legitimate interest** toggle. Some partners do not require your consent to process your data for these purposes. Set this toggle 'OFF' to opt-out from this purpose for partners who rely on legitimate interest.

View by purpose/feature

LEGITIMATE INTEREST

Consent

Reject all

Accept all

Store and/or access information on a device

Cookies, device identifiers, or other information can be stored or accessed on your device for the purposes presented to you.

OFF

Select basic ads

Ads can be shown to you based on the content you're viewing, the app you're using, your approximate location, or your device type.

ON

OFF

Create a personalised ads profile

A profile can be built about you and your interests to show you personalised ads that are relevant to you.

ON

OFF

Select personalised ads

Personalised ads can be shown to you based on a profile about you.

ON

OFF

Create a personalised content profile

A profile can be built about you and your interests to show you personalised content that is relevant to you.

ON

OFF

Select personalised content

Personalised content can be shown to you based on a profile about you.

ON

OFF

Measure ad performance

The performance and effectiveness of ads that you see or interact with can be measured.

ON

OFF

Measure content performance

The performance and effectiveness of content that you see or interact with can be measured.

ON

OFF

Apply market research to generate audience insights

Market research can be used to learn more about the audiences who visit sites/apps and view ads.

ON

OFF

Develop and improve products

Your data can be used to improve existing systems and software, and to develop new products

ON

OFF

Special Purposes

Ensure security, prevent fraud, and debug

Your data can be used to monitor for and prevent fraudulent activity, and ensure systems and processes work properly and securely.

Technically deliver ads or content

Your device can receive and send information that allows you to see and interact with ads and content.

Features

Match and combine offline data sources

Data from offline data sources can be combined with your online activity in support of one or more purposes

Link different devices

Different devices can be determined as belonging to you or your household in support of one or more of purposes.

Receive and use automatically-sent device characteristics for identification

Your device might be distinguished from other devices based on information it automatically sends, such as IP address or browser type.

Special Features

Use precise geolocation data

Your precise geolocation data can be used in support of one or more purposes. This means your location can be accurate to within several meters.

OFF

Save and continue