

Dear Advertiser

On May 25, 2018, we updated Google's [EU User Consent Policy](#) to coincide with the General Data Protection Regulation (GDPR) coming into force. This Policy outlines your responsibility for making disclosures to, and obtaining consent from, end users of your sites and apps in the European Economic Area ([EEA](#)) along with the UK.

It has come to our attention that the site(s) or app(s) listed in the attached file do not comply with our Policy, which reflects our understanding of GDPR compliance based on guidance from EU and/or UK Data Protection Authorities (DPAs), because they:

- do not seek to obtain consent from users, and/or
- do not correctly disclose which third parties (including Google) will also have access to the user data that you collect on your site/app. You can view these controls and the list of ad technology providers in your [Ad Manager, AdSense or Admob](#) account.
- do not otherwise meet the requirements of Google's [EU User Consent Policy](#).

Action Needed

Please check the site(s) or app(s) listed in the attached file and take action to ensure they comply with our Policy. We will re-review your site(s) or app(s) regularly and monitor your account.

We may take action, including suspension, if the Policy violations have not been resolved by Nov 28, 2023.

Policy Requirements

The EU User Consent Policy outlines your responsibility as a user of our ad technology, including to:

- Obtain EEA along with UK end users' consent to:
 - the use of cookies or other local storage where legally required; and
 - the collection, sharing, and use of personal data for personalization of ads.
- Identify each party that may collect, receive or use end users' personal data as a consequence of your use of a Google product.
- Provide end users with prominent and easily accessible information about those parties' use of personal data

Find Out More

You can refer to our [Policy help page](#) for more information on complying with Google's Policy including a checklist for partners to avoid common mistakes when implementing a consent mechanism. We also recommend that you consult with your legal department regarding your compliance with the GDPR and Google's policies.

Need some help?

[this form](#), we are here to help!

Sincerely,

The EU User Consent Policy Team

Google

Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland.

You have received this mandatory email service announcement to update you about important changes relating to Google products or your account.