OPT OUT FROM ONLINE BEHAVIORAL ADVERTISING (BETA)

Welcome to the consumer opt out page for the Self-Regulatory Program for Online Behavioral Advertising. Our participating companies are committed to transparency and choice.

Some of the ads you receive on Web pages are customized based on predictions about your interests generated from your visits over time and across different Web sites. This type of ad customization — sometimes called "online behavioral" or "interest-based" advertising — is enabled through your computer browser and browser cookies. Such online advertising helps support the free content, products and services you get online.

Using the tools on this page, you can opt out from receiving interest-based advertising from some or all of our participating companies.

- Find out which participating companies have currently enabled customized ads for your browser;
- See all the participating companies on this site and learn more about their advertising and privacy practices;
- Check whether you've already opted out from participating companies;
- Opt out of browser-enabled interest-based advertising by some or all participating companies, using opt-out cookies to store your preferences in your browser; or
- Use the "Choose All Companies" feature to opt out from all currently participating companies in one step. GO

Help with the Opt Out Page
How Interest-based Ads Work
Feedback on This Site

All Participating Companies (88) SHOW

Companies Customizing Ads For Your Browser (8)

Existing Opt Outs (0) SHOW

These 8 participating companies have enabled interest-based ads for this web browser.

Click the company name to find out more about a participating company. To opt out from interest-based ads by one or more companies, check the box(es) in the "Select" column next to the company name(s), and then hit the "Submit your choices" button. You can also use click the "Select all shown" box to pre-check all the listed companies before you hit the "Submit" button.

Need help?

COMPANY NAME	SELECT ALL SHOWN
33Across	
Clearspring Technologies Inc.	
Google Inc.	
Invite Media	
RedAril	
ShareThis	
XGraph	
Yahoo! (now including Dapper)	

Submitting your choices for the selected companies stores your opt out preference(s) to interest-based advertising in your browser. Learn more. Submit your choices

Important things to remember about the choices you make on this page:

- These opt outs apply to interest-based advertising by participating companies. You will still receive other types of online advertising from participating companies, and the Web sites you visit may still collect information for other purposes.
- The opt out choices you select are stored in opt out cookies only in this browser, so you should separately set your preferences for other browsers or computers you may use. Deleting browser cookies can remove your opt out preferences, so you should visit this page periodically to review your preferences, or update to include new participating companies.

Choose all companies

Opt out from all participating companies.
Submitting your choices for all currently participating companies stores your opt out preferences to interest-based advertising in your browser. Learn more.



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