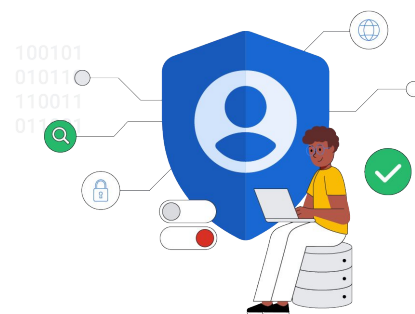# Privacy and data solutions glossary

Build Trust

Deepen your relationships with users by respecting their privacy choices.

Privacy Messaging:
Communicate directly with users by displaying messages on your site or app to gather consent, opt-out requests, or to recover lost revenue from ad blocking users.

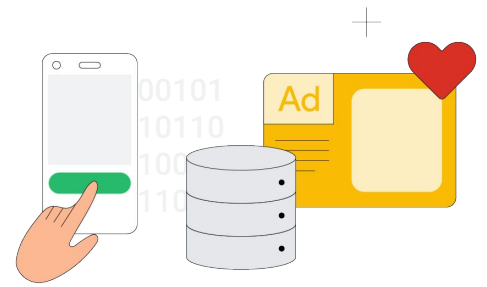| Solution Name	What solution can be used here?
Privacy & Messaging Tool	Create, test, and display user consent and opt-out messages on your sites and apps. And adapt to ecosystem changes beyond regulations, like ad blocking. Learn more.

Regulations Compliance:
Configure granular settings that restrict personalization when needed to adhere to privacy regulations.

Ad Tech Provider Controls	In compliance with GDPR and US States Privacy Law, these controls allow you to specify which ad technology providers are allowed to serve and measure ads on your sites in the European Economic Area (EEA), the UK and affected US States. Learn more.
Restricted Data Processing	When enabled, restricted data processing will instruct Google to limit how it uses data, disallow all interest-based ads, and only serve non-personalized ads. Learn more.
Non-Personalized Ads	Deliver relevant ads based on context when a user has opted out of interest-based advertising. Ads served are not based on users' past behaviors. Learn more.
Limited Ads	Serve ads in limited ways when you don't have consent for the use of cookies or other local identifiers. Learn more.
Tag For Under the Age of Consent (TFUA)	Helps facilitate compliance with the General Data Protection Regulation (GDPR) and related child privacy regulations, such as the Age Appropriate Design Code (AADC). Learn more.
Tag an ad request for child-directed treatment (TFCD)	Helps facilitate compliance with the Children's Online Privacy Protection Act (COPPA) by marking an ad request to be treated as child-directed. Learn more.
Ad Content Controls	Block groups of ads that are considered "sensitive" due to the nature of the business or ad from appearing on your network or specified inventory. Learn more.

Google

Create Value

Maximize your inventory's value by using data to create insights and audiences

First-party Identifiers:

Unlock key capabilities for advertisers like frequency management and personalized ads by setting publisher-specific identifiers.

Solution Name	What solution can be used here?
Publisher First-Party Cookies	A first-party cookie set on your behalf by Google. These identifiers support key ad capabilities like frequency management and ads personalization when third-party cookies are not available. Learn more.
Publisher First-Party ID	An encrypted app ID that is unique per user that enables ads personalization when third-party identifiers like device IDs are unavailable. Learn more.
Publisher Provided Identifiers (PPID)	A pseudonymous first-party identifier created by you for use in frequency management, audience segmentation, ad personalization, sequential ad rotation, and other audience-based ad delivery controls across devices. Learn more.

First-party audiences:

Discover and build first-party audiences using a combination of your behavioral, contextual, demographic and purchase data.

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Key-values / Ad units	Define custom values for pages, ads, etc. for use in ad tags and the targeting picker. Like other targeting solutions, these can help your media buyers reach their intended audience or demographic, adding value to your offerings when negotiating campaigns. Learn more.
Publisher Provided Signals	Scale the activation of first party data like key-values and audience segments by categorizing it using standardized IAB taxonomies to make it available for us in the programmatic auction. (*Currently in Closed Beta*)
Audience Solutions	Segment your users into meaningful cohorts that can be targeted on direct campaigns with advertisers. Learn more.

Insights Tools:

Develop enhanced narratives about your data by analyzing your audiences and inventory using flexible tools.

Traffic Explorer	Better understand when users are visiting different sections of your inventory with forecasting and other data insights. Learn more.
Audience Explorer	Better understand, manage, and leverage your audience segments by exposing additional details about them. These details can help you reach audiences more precisely to maximize yield. Learn more.

Google

Control activation

Activate your data with buyers on your terms.
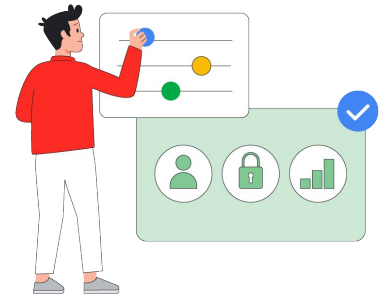
Sales Channels:

Activate your privacy safe audiences and identifiers using the demand types that make the most sense for your business.

Solution Name	What solution can be used here?
Programmatic Auction	Activate your data in the programmatic auction by using Publisher Provided Signals or publisher-specific identifiers.
Programmatic Direct	Activate your first party audiences in programmatic direct deals with audience solutions, key values, publisher provided signals, and secure signal sharing. Manage frequency and creative rotation with publisher-specific identifiers or learn more about your audiences and inventory with insights tools.
Reservations	Activate your first party audiences in reservations with audience solutions and key values, manage frequency with publisher-specific identifiers, and learn more about your audience with insights tools.

Buyer Relationships:

Pass your data and signals to trusted buying partners who are aligned with your privacy principles and goals.

Secure Signals	Securely share signals on RTB requests with the third-party bidders you choose. These signals can be created through a signal library provided by you, by a bidder, or a third party data provider that you work with. Learn more.

Privacy Sandbox:

A Chrome and Android initiative that allows publishers to serve ads targeted to user interests and prior browsing behavior in a privacy safe way, maintaining ad relevance and publisher monetization.

Privacy Sandbox for Web	Limits covert tracking across the web by offering replacement solutions for advertising use cases like personalization and remarketing that were previously powered by third-party cookies. Learn more.
Privacy Sandbox for App	Will strengthen privacy, while providing tools app developers need to support and grow their businesses. Learn more.
Topics	Allows advertisers to reach users using recognizable categories that the browser infers based on the pages a user visits. Learn more.
Protected Audience	A new way to power ads remarketing and other use cases, without relying on third-party cookies. Learn more.

Google