

Overview of the Ads Transparency Spotlight **(Alpha)** extension

View the companies and criteria used to serve ads on Chrome

Our new Ads Transparency Spotlight^(Alpha) extension for Chrome is part of our ongoing initiative to give people more visibility into the data used to personalize ads and more control over that data. Ultimately, we hope this will lead to better, industry-wide ads transparency and control for users.

This first version of the extension is an early-stage proof of concept that displays the data used to tailor the ads you see, who is serving the ads, and companies with a presence on the web page. We are currently exploring other controls for users.

At the time of this alpha release (July 2020), the extension only shows information about those ads purchased through Google Ads that have implemented the [Ads Transparency Spotlight \(Alpha\) Data Disclosure schema](#). As additional ad tech providers implement this schema, information about these ads will also appear in the extension. Over time, we hope the industry will incorporate the Ads Transparency Spotlight^(Alpha) Data Disclosure schema into their ads.

In this document:

- [Information you can view in the extension](#)
- [Install the extension](#)
- [Use the extension](#)
- [Send your feedback](#)

Information you can view in the extension

The Ads Transparency Spotlight extension displays the following information about the ads and other services that appear on a web page and have incorporated the [Ads Transparency Spotlight \(Alpha\) Data Disclosure schema](#).

Ads tab

The “Ads” tab displays information about ads, including the ad technology providers whose services facilitated serving the ad and the reasons a user was shown the ad. At the time of releasing this first version of the extension, it can show information about many display ads purchased through Google Ads (these ads have implemented a new Ad Disclosure Schema). Over time, we hope that the industry will incorporate the Ad Disclosure Schema into their ads’ HTML.

You can view the following types of information about the ads on a web page:

- **Detailed information about the ads on the web page**, including how many ads are on the page.
- **A list of ad providers responsible for serving the ads on the page**. These companies serve ads or provide the ad technology to help ads appear on this page.
- **The reasons why ads are shown on a page**. A combination of several factors that decide which ad will be shown on a page:
 - **Your demographics**: May include age, gender, and other information (provided by you or inferred).
 - **Marketing Campaign**: A visit to the advertiser’s website added you to a marketing campaign.
 - **Your location: General**: Broad location, such as country or city.
 - **Your interests**: Topics related to websites you have visited or interests you provided.
 - **Context**: Topics shown to anyone who visits this page.
 - **Other information**: All other reasons.
 - **Your location: Specific**: Your specific location.

Entities tab

The “Entities” tab displays information about other companies and services not already listed on the Ads tab that have a presence on web pages.

The companies shown on this tab are specific to the web page you're viewing. These companies provide a wide variety of services, including cloud data storage, cloud computing, and analytics. Companies have different approaches to protecting your data and privacy.

For details about how your data is used, read the company's privacy policy.

Install the extension


Complete the following steps to install the Ads Transparency Spotlight extension:

1. Open the Chrome web browser. Ensure you aren't in Incognito mode. You can't add extensions to Chrome when you browse in Incognito mode or as a guest.
2. Use the following link to go directly to the Ads Transparency Spotlight extension page in the Chrome Web Store: [Install Ads Transparency Spotlight](#). If you can't click the link, paste the following link into your Chrome browser: [<URL>](#)
3. Click **Add to Chrome**.

The Ads Transparency Spotlight icon will appear in the extension toolbar near the address bar in your Chrome browser.

Use the extension

To use the Ads Transparency Spotlight extension to learn more about the ads on a page:

1. Click the **Ads Transparency Spotlight icon**  in the extension toolbar near the address bar in your Chrome browser.
2. In the Ads Transparency Spotlight flyout screen:
 - Click the **Ads** tab to view information about ads on the page.
 - Click the **Entities** tab to view all companies with a presence on the page.
 - Click **Learn more** at the top of the extension for more information.

Send your feedback

Our initial goal is to provide a tool for transparency into the criteria being used to show ads. Your feedback on this early version will help us shape the future versions of the extension.

Our ultimate goal is to support a more transparent ad ecosystem globally. We hope you'll try the extension and give us feedback so that we can continue to improve it.