

# Interest-Based Ads Policy

This policy is designed to help you understand how Wayfair LLC and its affiliated brands, including Wayfair, Joss & Main, AllModern, Birch Lane and Perigold (“Wayfair”, “we” or “us”) participates in interest-based advertising.

On both Wayfair-owned and operated sites and unaffiliated sites, Wayfair displays tailored interest-based advertising using information you make available to us when you interact with our sites, content, or services. Interest-based ads, also sometimes referred to as personalized or targeted ads, are displayed to you based on information from activities such as purchasing on our sites, visiting sites that contain Wayfair content or ads, interacting with Wayfair tools, or using our payment services. In providing interest-based ads, Wayfair follows the Self-Regulatory Principles for Online Behavioral Advertising developed by the Digital Advertising Alliance (a coalition of marketing, online advertising, and consumer advocacy organizations). [Click here](#) for more information about the types of information that we gather.

Like other companies, we use cookies, web beacons (a.k.a. clear GIFs, web bugs or pixel tags), and other technologies (collectively, "cookies") to learn about what ads you see, what ads you click, and other actions you take on our sites and other sites. This allows us to provide you with more useful and relevant ads.

Third-party advertising management partners may help us display tailored content to our customers’ interests and serve interest-based advertising on our behalf. We do not provide any personal information to advertisers or to third party sites that display our interest-based ads. However, third parties may collect information about your browsing activity on our website to display interest-based ads.

## Advertising Preferences

Wayfair offers you choices about receiving interest-based ads from us. You can choose not to receive interest-based ads from Wayfair. [Click here](#) to opt out of certain interest-based advertisements that use Wayfair’s cookies.

You may also "opt out" of receiving some third-party interest-based advertisements by following the instructions at [www.aboutads.info/choices](http://www.aboutads.info/choices) or [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices). (An "opt-out cookie" will be placed on your computer indicating that you do not want to receive interest-based advertisements. If you delete cookies on your computer, you will need to opt-out again.)