

Google Ads Data Protection Terms: Service Information

Controller Terms

Controller Services

The following Google services are eligible to be in scope of the Google Ads Controller-Controller Data Protection Terms:

- **AdMob**
- **AdSense**
- **Authorized Buyers (formerly known as DoubleClick Ad Exchange Buyers)**
- **Funding Choices**
- **Google Ad Manager (formerly known as DoubleClick for Publishers Small Business and DoubleClick Ad Exchange)**, except for the Google Ad Manager Processor features referred to in the 'Processor Services' section below.
- **Google Ad Manager 360 (formerly known as DoubleClick for Publishers Premium and DoubleClick Ad Exchange)**, except for the Google Ad Manager 360 Processor features referred to in the 'Processor Services' section below.
- **Google Ads (formerly known as AdWords)**: All Google Ads programmes and services accessible to customers through their Google Ads accounts, except for those Google Ads programmes and services that can be in scope of the Google Ads Data Processing Terms, as listed below.
- **Google Customer Reviews**
- **Waze Ads**

Google may update this list from time to time, subject to the terms of the Google Ads Controller-Controller Data Protection Terms.

Data Processing Terms

Processor Services

The following Google services are eligible to be in scope of the Google Ads Data Processing Terms:

- **Ads Data Hub**

- Audience Partner API (formerly known as DoubleClick Data Platform)
- Campaign Manager 360 (formerly known as Campaign Manager)
- Display & Video 360 (formerly known as DoubleClick Bid Manager)
- Enhanced Conversions
- [Google Ad Manager Processor features](#)
- [Google Ad Manager 360 Processor features](#)
- Google Ads Customer Match
- Google Ads Store sales (direct upload)
- Google Analytics
- Google Analytics 360
- Google Analytics for Firebase
- Google Data Studio
- Google Optimize
- Google Optimize 360
- Google Tag Manager
- Google Tag Manager 360
- Search Ads 360 (formerly known as DoubleClick Search)

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Types of personal data

In relation to the Google Ads Data Processing Terms, Customer Personal Data may include the following types of personal data (as applicable, depending on the Processor Services provided under the Agreement).

Processor Service	Types of Personal Data
Ads Data Hub	Online identifiers, including cookie identifiers, internet protocol addresses and device identifiers; client identifiers
Audience Partner API (formerly known as DoubleClick Data Platform)	Online identifiers, including cookie identifiers and device identifiers
Campaign Manager 360 (formerly known as Campaign Manager)	Online identifiers, including cookie identifiers, internet protocol addresses and device identifiers; precise location data; client identifiers
Display & Video 360	Online identifiers, including cookie identifiers, internet protocol addresses and device identifiers; precise location data; client identifiers
Enhanced Conversions	Names, email addresses, phone numbers, addresses, client identifiers, online identifiers, including internet protocol addresses

Google Ad Manager Processor features	Encrypted signals
Google Ad Manager 360 Processor features	Encrypted signals
Google Ads Customer Match	Names, email addresses, addresses and partner-provided identifiers
Google Ads Store sales (direct upload)	Names, email addresses, phone numbers and addresses
Google Analytics	Online identifiers, including cookie identifiers, internet protocol addresses and device identifiers; client identifiers
Google Analytics 360	Online identifiers, including cookie identifiers, internet protocol addresses and device identifiers; client identifiers
Google Analytics for Firebase	Online identifiers, including cookie identifiers, internet protocol addresses and device identifiers; client identifiers
Google Data Studio	Data relating to individuals provided to Google via the service by (or at the direction of) Customer, including to create and collaborate on reports, graphs and charts
Google Optimize	Online identifiers, including cookie identifiers and internet protocol addresses; client identifiers
Google Optimize 360	Online identifiers, including cookie identifiers and internet protocol addresses; client identifiers
Google Tag Manager	Online identifiers, including cookie identifiers and internet protocol addresses
Google Tag Manager 360	Online identifiers, including cookie identifiers and internet protocol addresses
Search Ads 360	Online identifiers, including cookie identifiers, internet protocol addresses and device identifiers; client identifiers

Google may update this list from time to time to reflect changes to the types of personal data handled by the Processor Services.

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- [24 March 2021](#)
- [27 November 2020](#)
- [26 October 2020](#)
- [14 May 2020](#)
- [27 February 2020](#)
- [24 July 2018](#)