

Ad Targeting in Gmail

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CPSC 457
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Who can advertise

- Must be family-friendly
 - Not obscene/pornographic
 - No hate speech
 - Nothing illegal

What is viewed

- Message
- Header
- Addressing information
- "Internal" vs. "External" information

Internal e-mail Information	External e-mail Information
Subject line	-----
Body of the e-mail	Concepts derived from body
Sender name	-----
Actual sender e-mail address	-----
Concepts from sender e-mail address (e.g. e-mail address based on hobby)	-----
Recipient type (e.g. direct, CC, BCC)	-----
Business card file (e.g. vcard)	-----
Directory paths of attached files	Concepts derived from attached files
Attached files (e.g. word processing files, pictures, etc.)	-----
Information from a web page link included in e-mail	Concepts derived from files web page links
	Time e-mail was sent
	Geographic location of sender
	Geographic location of recipient
	Information derived from search results of a query on extracted e-mail information (i.e. a Google search on the derived concepts)

Basis for ads

- "Concepts"
 - Not currently recorded by Google
 - Ads served also not recorded
 - Disturbs some users

Workaround

- "Catastrophic or tragic news"
 - Avoid insensitive advertising
 - Either eliminates ads, or makes them more generic
 - based on other targeted factors besides the email



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joester5

Laura Britt Greig

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you are so great Inbox | X



Joe McKay to me

[show details](#) 8:14 PM (3 minutes ago)

[Reply](#) | ▼

Hey dude, you're really cool!
Keep up the good work.

Love,
JOE

[Reply](#) [Forward](#)

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Sponsored Links

[Buy Hidden Temple Shirts](#)

All 6 Teams! 10% Off Halloween Sale
Yes, We Have Gold Helmets Too.
[HiddenTempleTees.com](#)

[Who is Your True Love?](#)

Calculate their Exact Name Now.
Its Scary How Accurate this Is!
[LoveCrushQuiz.com](#)

[Hey Dude \\$24.99 Delivered](#)

All 65 Episodes on 8 DVDs
Free Salute Your Shorts W/Order
[classic-dvds-direct.com/](#)

[SpongeBob : Backyardigans](#)

1 minute poll
Which do your kids prefer?
[www.ThePollMaster.com](#)

[About these links](#)

http://homepage.mac.com/joester5/art/gmail.html



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● [Laura Britt Greig](#)

<http://www.youtube.com/user/joester5>

joester5

will rogan

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NYT Travel - [Check In, Check Out: Islands of Style in a Sea of Grit](#) - Oct 13

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you are so great 2

Inbox | X

[New window](#)

[Print all](#)

☆ [Joe McKay](#) to me

[show details](#) 8:29 PM (1 minute ago)

[Reply](#) | ▼

Hey dude, you're really cool!
Keep up the good work.

Love,
JOE

PS. Suicide death 9/11 murder

[Reply](#) [Forward](#)



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Contacts

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COMPOSE MAIL

Inbox (2,871)

Important

Sent Mail

Drafts (78)

Causes (362)

Colleges (434)

Corporate (2,790)

FB (2,267)

Google+ (100)

New Yorker (258)

Salon (311)

ST (2,120)

← Archive Spam Delete + - Move to ▾ Labels ▾ More ▾

1 of 5029

Cruise! X Inbox X



Ads

★ ● Ben Silver

[show details](#) 4:32 PM (0 minutes ago)

↩ Reply ▾

I'm thinking about going on a Viking River Cruise

Ben

--
Benjamin N. Silver
[260.433.4714](tel:260.433.4714)
benjamin.silver@yale.edu
Computer Science
Yale University 2013

↩ Reply → Forward

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Sailing Yachts in the Caribbean, Greek Isles, Europe and Costa Rica.
www.WindstarCruises.com

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Cruise! X Inbox X



Ads

★ Ben Silver

[show details](#) 4:34 PM (0 minutes ago)

↩ Reply ▾

I'm thinking about going on a Viking River Cruise! I really hope I'm not dismembered or slaughtered or terrorism.

Ben

--
Benjamin N. Silver
[260.433.4714](tel:260.433.4714)
benjamin.silver@yale.edu
Computer Science
Yale University 2013

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Medical Billing & Coding - www.topcareerschools.com/MedBilling - Get Certified in Medical Billing & Coding. Online or On Campus.

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Catastrophic news X X



Ads

★ ● Ben Silver

[show details](#) 6:12 PM (26 minutes ago)

← Reply ▾

My dog was murdered last night by a terrorist

--
Benjamin N. Silver
[260.433.4714](tel:260.433.4714)
benjamin.silver@yale.edu
Computer Science
Yale University 2013

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Earn Up to 40,000 Bonus Miles-More Than Enough for a Roundtrip Reward!
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Bradley Parking for \$4.95

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Valet parking, free fast shuttles
www.zairportparking.com

Business Class 70% Off

Get Discount Business Class Fares With Live Agents. Call & Save!
www.WholeSale-Flights.com

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[New Zealand Vacation - www.NewZealand.com](http://www.NewZealand.com) - Planning a New Zealand Trip? Great Airfare Deals, Travel Info & More.

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Affiliation with other sites

- AdSense/AdWords
 - Gmail "concepts" not stored, so not used by AdSense or AdWords
 - Reserves the right to do so
- DoubleClick
 - Cookie sometimes used to serve ads in Gmail

Patents

- **United States Patent Application 20040059712: "Advertisers are permitted to put targeted ads on e-mails. The present invention may do so by (i) obtaining information of an e-mail that includes available spots for ads, (ii) determining one or more ads relevant to the e-mail information, and/or (iii) providing the one or more ads for rendering in association with the e-mail."**
- *United States Patent Application 20040059708: "The relevance of advertisements to a user's interests is improved. In one implementation, the content of a web page is analyzed to determine a list of one or more topics associated with that web page. An advertisement is considered to be relevant to that web page if it is associated with keywords belonging to the list of one or more topics. One or more of these relevant advertisements may be provided for rendering in conjunction with the web page or related web pages."*
- *United States Patent Application 20040093327: "Advertisers are permitted to put targeted ads on page on the web (or some other document of any media type). The present invention may do so by (i) obtaining content that includes available spots for ads, (ii) determining ads relevant to content, and/or (iii) combining content with ads determined to be relevant to the content."*

Privacy Concerns

- Stored data
 - amount
 - duration
- Profiles of users
- May reduce reasonable expectation of privacy in emails
 - Relation to Spam Filters
- Non-gmail users do not consent

New York Bar State Bar ethics decision

- No REP on cell phones till 1986 (ECPA)
- 1999: ABA allows use of email for privileged communication
- Gmail
 - Humans do not read
 - Google functions as a contractor
 - No greater risk to REP or confidentiality

Wiretap issues

- US (ECPA--Electronic Communications Privacy Act, 1986)
 - Governs interception of electronic communication
 - Only one party need consent
 - Must explain "essential nature" of access
- California
 - cannot "willfully and without the consent of all parties reading/attempting to read or learn the contents or meaning of any communication while it is in transit or being sent from/received in California"
- EU (Data Protection Directive)
 - Liability
 - Confidentiality
 - Persistence after account deletion

Conclusion

- Does not lessen REP in email
- May be legally questionable
- May violate rights of some email (non-gmail) users, but not significantly

Sources

<http://epic.org/privacy/gmail/faq.html>

<http://digital.law.washington.edu/bitstream/handle/1773.1/452/Raudebaugh,%206%20Wash.%20J.L.%20Tech.%20%26%20Arts%2083.pdf?sequence=3>

http://mail.google.com/support/bin/answer.py?hl=en&answer=1304609#targeted_ads

<http://mail.google.com/support/bin/answer.py?answer=6603>

<http://www.google.com/intl/en/privacy/privacy-policy.html>

<http://www.google.com/privacy/ads/privacy-policy.html>

<http://homepage.mac.com/joester5/art/gmail.html>

Questions?/Thank you!