

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)**
- **Google Ad Manager 360 (formerly known as DoubleClick for Publishers Premium and DoubleClick Ad Exchange)**
- **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 (formerly known as DoubleClick Campaign Manager)
- Display & Video 360 (formerly known as DoubleClick Bid Manager)
- Enhanced Conversions
- Google Ads Customer Match
- Google Ads Store sales

- Google Ads Store sales (direct upload)
- Google Analytics
- Google Analytics 360
- Google Analytics for Firebase
- Google Attribution
- Google Attribution 360
- 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 | 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 Ads Customer Match | Names, email addresses, addresses and partner-provided identifiers |
| Google Ads Store sales | Names, email addresses, phone numbers and addresses |

| Processor Service | Types of Personal Data |
|--|---|
| 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 Attribution | Online identifiers, including cookie identifiers and device identifiers; client identifiers |
| Google Attribution 360 | Online identifiers, including cookie identifiers 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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Previous Version

- [14 May 2020](#)
- [27 February 2020](#)
- [24 July 2018](#)