

# Interest-Based Advertising

On Wayfair LLC owned and operated sites, including Wayfair, Joss & Main, AllModern, Birch Lane and Perigold (“Wayfair”, “we” or “us”), as well as unaffiliated sites and properties, we may display tailored interest-based advertising. 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. We do this using a variety of digital marketing networks and ad exchanges, and we use a range of advertising technologies like web beacons, pixels, ad tags, cookies, and mobile identifiers, as well as specific services offered by some sites and social networks, such as Facebook’s Custom Audience service.

You can opt out of receiving certain third-party interest-based ads, or learn more about behavioral advertising, by visiting [www.aboutads.info/choices](http://www.aboutads.info/choices). Please note that if you opt out of behavioral advertising, you will still see advertisements - they will just not be tailored to your interests. Also note that deleting browser cookies can remove the prior cookie preferences you have made, so you may need to opt out again.