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3 /Arts & Entertainment
5 /Computers & Electronics
7 /Finance
8 /Games
11 /Home & Garden
12 /Business & Industrial
13 /Internet & Telecom
14 /People & Society
16 /News
18 /Shopping
19 /Law & Government
20 /Sports
22 /Books & Literature
23 /Arts & Entertainment/Performing Arts
24 /Arts & Entertainment/Visual Art & Design
25 /Business & Industrial/Advertising & Marketing
28 /Business & Industrial/Business Services/Office Services
29 /Real Estate
30 /Computers & Electronics/Computer Hardware
31 /Computers & Electronics/Programming
32 /Computers & Electronics/Software
33 /Arts & Entertainment/Offbeat
34 /Arts & Entertainment/Movies
35 /Arts & Entertainment/Music & Audio
36 /Arts & Entertainment/TV & Video
37 /Finance/Banking
38 /Finance/Insurance
39 /Games/Card Games
41 /Games/Computer & Video Games
43 /Online Communities/Online Goodies
44 /Beauty & Fitness
45 /Health
46 /Business & Industrial/Agriculture & Forestry
47 /Autos & Vehicles
48 /Business & Industrial/Construction & Maintenance
49 /Business & Industrial/Manufacturing
50 /Business & Industrial/Transportation & Logistics
53 /Internet & Telecom/Web Services/Web Hosting & Domain Registration
54 /People & Society/Social Issues & Advocacy
55 /Online Communities/Dating & Personals
56 /People & Society/Ethnic & Identity Groups
57 /People & Society/Social Issues & Advocacy/Charity & Philanthropy
58 /People & Society/Family & Relationships/Family/Parenting
59 /People & Society/Religion & Belief
60 /Jobs & Education/Jobs
61 /Shopping/Classifieds
63 /News/Weather
64 /Shopping/Antiques & Collectibles
65 /Hobbies & Leisure
66 /Pets & Animals
67 /Travel
68 /Shopping/Apparel
69 /Shopping/Consumer Resources
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70 /Shopping/Gifts & Special Event Items
71 /Food & Drink
73 /Shopping/Mass Merchants & Department Stores
74 /Jobs & Education/Education
75 /Law & Government/Legal
76 /Law & Government/Government
77 /Computers & Electronics/Enterprise Technology
78 /Computers & Electronics/Consumer Electronics
82 /People & Society/Social Issues & Advocacy/Green Living & Environmental Issues
83 /Business & Industrial/Advertising & Marketing/Marketing
84 /Internet & Telecom/Web Services/Search Engine Optimization & Marketing
89 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Parts & Accessories
91 /Computers & Electronics/Consumer Electronics/Audio Equipment/Stereo Systems & Components
93 /Beauty & Fitness/Face & Body Care/Skin & Nail Care
94 /Beauty & Fitness/Fitness
95 /Business & Industrial/Business Services/Office Supplies
96 /Real Estate/Real Estate Services/Real Estate Agencies
97 /Shopping/Consumer Resources/Consumer Advocacy & Protection
98 /Beauty & Fitness/Fashion & Style/Fashion Designers & Collections
99 /Shopping/Gifts & Special Event Items/Gifts
100 /Shopping/Gifts & Special Event Items/Cards & Greetings
101 /People & Society/Religion & Belief/Spirituality
102 /Online Communities/Dating & Personals/Personals
104 /Internet & Telecom/Service Providers/ISPs
105 /Games/Computer & Video Games/Browser Games
107 /Finance/Investing
108 /Reference/Language Resources
112 /News/Broadcast & Network News
113 /People & Society/Ethnic & Identity Groups/Lesbian, Gay, Bisexual & Transgender
115 /People & Society/Family & Relationships/Family/Parenting/Babies & Toddlers/Baby Care & Hygiene
118 /Sports/Water Sports
119 /Pets & Animals/Wildlife
120 /Home & Garden/Kitchen & Dining/Cookware & Diningware
121 /Food & Drink/Food & Grocery Retailers
122 /Food & Drink/Cooking & Recipes
124 /Shopping/Apparel/Clothing Accessories
133 /Home & Garden/Home & Interior Decor
138 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Repair & Maintenance
141 /Beauty & Fitness/Face & Body Care
144 /Beauty & Fitness/Face & Body Care/Unwanted Body & Facial Hair Removal
145 /Beauty & Fitness/Spas & Beauty Services
146 /Beauty & Fitness/Hair Care
147 /Beauty & Fitness/Cosmetology & Beauty Professionals
148 /Autos & Vehicles/Motor Vehicles (By Type)/Off-Road Vehicles
157 /Business & Industrial/Business Operations/Human Resources
158 /Home & Garden/Home Improvement
166 /Law & Government/Public Safety
Note: This is a marked up copy of Google’s RTB “Publisher Verticals” list. The original document is available at https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals. Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

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246 /Health/Vision Care
248 /Health/Pharmacy
249 /Finance/Insurance/Health Insurance
250 /Health/Medical Facilities & Services/Hospitals & Treatment Centers
251 /Health/Medical Devices & Equipment
252 /Health/Health Foundations & Medical Research
253 /Health/Medical Literature & Resources
254 /Health/Health Education & Medical Training
255 /Business & Industrial/Pharmaceuticals & Biotech
256 /Health/Medical Facilities & Services
257 /Health/Substance Abuse
258 /Sports/Team Sports/American Football
259 /Sports/Team Sports/Baseball
260 /Sports/Team Sports/Hockey
261 /Sports/Individual Sports/Golf
262 /Sports/Individual Sports/Racquet Sports
263 /Sports/Sporting Goods
264 /Sports/Team Sports/Basketball
265 /Sports/Winter Sports
266 /Sports/Substance Abuse
267 /Reference/Geographic Reference/Maps
268 /Home & Garden/Gardening & Landscaping
269 /Home & Garden/Home Furnishings
270 /Home & Garden/Home Appliances
271 /Home & Garden/Home Furnishings/Lamps & Lighting
272 /Autos & Vehicles/Motor Vehicles (By Type)/Motorcycles
273 /Online Communities/Photo & Video Sharing
274 /Food & Drink/Restaurants
275 /Finance/Accounting & Auditing
276 /Finance/Credit & Lending
277 /Business & Industrial/Business Services/E-Commerce Services/Merchant Services & Payment Systems
278 /Hobbies & Leisure/Crafts
279 /Business & Industrial/Industrial Materials & Equipment
280 /Business & Industrial/Chemicals Industry
281 /Business & Industrial/Transportation & Logistics/Freight & Trucking
282 /Business & Industrial/Transportation & Logistics/Packaging
283 /Business & Industrial/Transportation & Logistics/Moving & Relocation
284 /Shopping/Auctions
285 /Hobbies & Leisure/Special Occasions/Weddings
286 /Sports/Team Sports/Soccer
287 /Sports/Team Sports/Cricket
288 /Food & Drink/Cooking & Recipes/Culinary Training
289 /People & Society/Seniors & Retirement
290 /Online Communities
291 /Internet & Telecom/Web Portals
292 /Internet & Telecom/Web Services
293 /Computers & Electronics/Software/Operating Systems
294 /Computers & Electronics/Software/Internet Software/Internet Clients & Browsers
295 /Computers & Electronics/Consumer Electronics/TV & Video Equipment/Televisions
296 /Computers & Electronics/Consumer Electronics/Camera & Photo Equipment/Camcorders
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307 /Computers & Electronics/Consumer Electronics/Camera & Photo Equipment/Cameras & Camcorders/Cameras
308 /Computers & Electronics/Consumer Electronics/Camera & Photo Equipment/Cameras & Camcorders/Camcorders
309 /Computers & Electronics/Computer Hardware/Desktop Computers
310 /Computers & Electronics/Computer Hardware/Laptops & Notebooks
311 /Computers & Electronics/Networking
312 /Computers & Electronics/Computer Hardware/Computer Peripherals
313 /Computers & Electronics/Software/Open Source
314 /Computers & Electronics/Computer Security
315 /Computers & Electronics/Computer Security/Antivirus & Malware
316 /Arts & Entertainment/Comics & Animation
317 /Arts & Entertainment/Comics & Animation/Anime & Manga
318 /Arts & Entertainment/Comics & Animation/Comics
319 /Arts & Entertainment/Comics & Animation/Cartoons
320 /Online Communities/Dating & Personals/Photo Rating Sites
321 /Online Communities/File Sharing & Hosting
323 /Shopping/Gifts & Special Event Items/Flowers
324 /Shopping/Gifts & Special Event Items/Party & Holiday Supplies
325 /People & Society/Women's Interests
326 /Internet & Telecom/Web Services/Affiliate Programs
327 /Business & Industrial/Advertising & Marketing/Public Relations
328 /Business & Industrial/Advertising & Marketing/Telemarketing
329 /Business & Industrial/Business Services
330 /Business & Industrial/Business Operations/Human Resources/Recruitment & Staffing
331 /Business & Industrial/Business Operations/Human Resources/Corporate Training
332 /Business & Industrial/Printing & Publishing/Document & Printing Services
333 /Business & Industrial/Business Services/Office Supplies/Office Furniture
334 /Business & Industrial/Business Services/Corporate Events
335 /Business & Industrial/Business Services/Corporate Events/Trade Fairs & Industry Shows
336 /Business & Industrial/Business Operations/Business Plans & Presentations
337 /Business & Industrial/Business Services/Office Services/Office & Facilities Management
338 /Business & Industrial/Business Operations/Management
340 /Business & Industrial/Business Services/E-Commerce Services
341 /Computers & Electronics/Enterprise Technology/Customer Relationship Management (CRM)
342 /Computers & Electronics/Enterprise Technology/Enterprise Resource Planning (ERP)
343 /Computers & Electronics/Enterprise Technology/Data Management
344 /Computers & Electronics/Computer Security/Network Security
346 /Computers & Electronics/Networking/Networking Equipment
347 /Computers & Electronics/Networking/Network Monitoring & Management
350 /Shopping/Apparel/Clothing Accessories/Gems & Jewelry
352 /Shopping/Consumer Resources/Product Reviews & Price Comparisons/Price Comparisons
353 /Shopping/Consumer Resources/Product Reviews & Price Comparisons
354 /Business & Industrial/Transportation & Logistics/Import & Export
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355 /Books & Literature/Book Retailers
356 /Business & Industrial/Aerospace & Defense
357 /Arts & Entertainment/TV & Video/TV Shows & Programs/TV Dramas/TV Soap Operas
358 /Arts & Entertainment/TV & Video/TV Shows & Programs
359 /Arts & Entertainment/TV & Video/TV Networks & Stations
360 /Arts & Entertainment/Movies/Bollywood & South Asian Film
361 /Computers & Electronics/Consumer Electronics/Audio Equipment
362 /Computers & Electronics/Consumer Electronics/Gadgets & Portable Electronics
365 /Shopping/Consumer Resources/Coupons & Discount Offers
366 /Law & Government/Military
367 /Jobs & Education/Education/Distance Learning
369 /Jobs & Education/Education/Vocational & Continuing Education
371 /Jobs & Education/Education/Primary & Secondary Schooling (K-12)
372 /Jobs & Education/Education/Colleges & Universities
373 /Jobs & Education/Education/Standardized & Admissions Tests
374 /Reference/General Reference/Educational Resources
375 /Reference/Libraries & Museums
377 /Reference/Directories & Listings/Business & Personal Listings
378 /Real Estate/Real Estate Listings/Residential Rentals
379 /Pets & Animals/Animal Products & Services/Pet Food & Pet Care Supplies
380 /Pets & Animals/Animal Products & Services/Veterinarians
381 /Games/Computer & Video Games/Gaming Reference & Reviews/Video Game Cheats & Hints
382 /Internet & Telecom/Mobile & Wireless
383 /Internet & Telecom/Service Providers
384 /Internet & Telecom/Service Providers/Phone Service Providers
385 /Internet & Telecom/Communications Equipment
386 /Internet & Telecom/Email & Messaging/Voice & Video Chat
389 /Internet & Telecom/Service Providers/Phone Service Providers/Calling Cards
390 /Internet & Telecom/Mobile & Wireless/Mobile Phones
392 /Internet & Telecom/Teleconferencing
394 /Internet & Telecom/Email & Messaging
396 /News/Politics
398 /News/Politics/Campaigns & Elections
400 /People & Society/Family & Relationships/Family/Ancestry & Genealogy
401 /People & Society/Family & Relationships/Family/Parenting/Pregnancy & Maternity
402 /People & Society/Family & Relationships/Family/Parenting/Youth Camps
403 /People & Society/Family & Relationships/Family/Parenting/Child Care
408 /News/Newspapers
409 /News/Politics/Right-Wing Politics
410 /News/Politics/Left-Wing Politics
412 /Books & Literature/Magazines
418 /Health/Nursing
419 /Health/Health Conditions
420 /Health/Health Conditions/Skin Conditions
421 /Health/Reproductive Health/Sexually Transmitted Diseases
422 /Internet & Telecom/Web Services/Web Design & Development
423 /Law & Government/Legal/Bankruptcy
424 /Law & Government/Legal/Criminal Law
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425 /Real Estate/Real Estate Services/Property Management
426 /Law & Government/Legal/Intellectual Property
427 /Law & Government/Legal/Accident & Personal Injury Law
428 /Shopping/Apparel/Casual Apparel/T-Shirts
429 /Health/Health Conditions/Cancer
432 /Shopping/Toys
433 /Reference/Humanities/History
435 /Science/Astronomy
436 /Science/Mathematics
437 /Health/Mental Health
438 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Parts & Accessories/Vehicle Wheels & Tires
439 /Arts & Entertainment/Visual Art & Design/Photographic & Digital Arts
440 /Science/Biological Sciences
441 /Science/Earth Sciences/Water & Marine Sciences
442 /Science/Ecology & Environment
443 /Science/Earth Sciences/Geology
444 /Science/Physics
445 /Science/Scientific Equipment
446 /Science/Scientific Institutions
447 /Arts & Entertainment/Art & Design/Photographic & Digital Arts
448 /People & Society/Religion & Belief/Astrology & Divination
449 /Arts & Entertainment/Offbeat/Occult & Paranormal
450 /Shopping/Consumer Resources/Customer Services
451 /Shopping/Consumer Resources/Customer Services/Warranties & Service Contracts
452 /Health/Nutrition
453 /Health/Nutrition/Special & Restricted Diets
454 /Sports/Individual Sports/Cycling
455 /Hobbies & Leisure/Water Activities/Boating
456 /Hobbies & Leisure/Outdoors/Hunting & Shooting
457 /Hobbies & Leisure/Outdoors/Fishing
458 /Real Estate/Real Estate Services/Property Inspections & Appraisals
459 /Finance/Insurance/Home Insurance
460 /Finance/Credit & Lending/Loans/Home Financing
461 /Finance/Insurance/Vehicle Insurance/Auto Insurance
462 /Finance/Credit & Lending/Loans/Vehicle Financing/Auto Financing
463 /Home & Garden/Pest Control
464 /Home & Garden/Domestic Services
465 /Autos & Vehicles/Vehicle Shopping
466 /Reference/Humanities
467 /Arts & Entertainment/Visual Art & Design/Architecture
468 /Internet & Telecom/Search Engines
469 /Computers & Electronics/Software/Multimedia Software/Graphics & Animation Software
470 /Computers & Electronics/Computer Hardware/Computer Peripherals/Computer Monitors & Displays
471 /Computers & Electronics/Networking/Data Formats & Protocols
472 /Computers & Electronics/Consumer Electronics/TV & Video Equipment/Video Players & Recorders
473 /Computers & Electronics/Computer Hardware/Computer Peripherals/Input Devices
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494 /Computers & Electronics/Computer Hardware/Computer Peripherals/Printers, Copiers & Fax Machines/Printers
495 /Computers & Electronics/Computer Hardware/Computer Peripherals/Printers, Copiers & Fax Machines/Scanners
496 /Computers & Electronics/Computer Hardware/Computer Drives & Storage
497 /Computers & Electronics/Software/Multimedia Software
498 /Computers & Electronics/Software/Business & Productivity Software
499 /Health/Alternative & Natural Medicine
500 /Health/Medical Facilities & Services/Physical Therapy
501 /Internet & Telecom/Service Providers/Cable & Satellite Providers
502 /People & Society/Subcultures & Niche Interests
503 /People & Society/Subcultures & Niche Interests/Goth Subculture
504 /Online Communities/Blogging Resources & Services
505 /Science/Chemistry
507 /News/Gossip & Tabloid News
508 /Law & Government/Social Services
509 /People & Society/Social Sciences
510 /People & Society/Social Sciences/Demographics
511 /Health/Mental Health/Counseling Services
512 /Sports/Combat Sports/Wrestling
513 /Sports/International Sports Competitions/Olympics
514 /Sports/Combat Sports
515 /Sports/Combat Sports/Boxing
516 /Sports/Combat Sports/Martial Arts
517 /Sports/Team Sports/Rugby
518 /Sports/Individual Sports/Track & Field
519 /Sports/Individual Sports/Gymnastics
520 /People & Society/Social Sciences/Economics
521 /People & Society/Social Sciences/Political Science/International Relations
522 /Law & Government/Legal/Family Law
525 /People & Society/Men's Interests/Men's Interests (Mature)
527 /Reference/Directories & Listings
528 /People & Society/Ethnic & Identity Groups/Asians & Diaspora/South Asians & Diaspora
529 /Online Communities/Social Networks
530 /Shopping/Apparel/Undergarments
531 /Shopping/Shopping Portals
532 /Internet & Telecom/Mobile & Wireless/Mobile Apps & Add-Ons/Ringtones & Mobile Themes
533 /Reference
534 /Sports/Team Sports/Cheerleading
535 /Law & Government/Public Safety/Law Enforcement
536 /Health/Reproductive Health/Sex Education & Counseling
538 /Arts & Entertainment/Offbeat/Edgy & Bizarre
539 /Arts & Entertainment/Fun & Trivia
540 /Books & Literature/Fan Fiction
541 /Sports/Individual Sports/Running & Walking
542 /Hobbies & Leisure/Outdoors/Hiking & Camping
543 /People & Society/Social Sciences/Psychology
546 /Online Communities/Dating & Personals/Matrimonial Services
547 /People & Society/Ethnic & Identity Groups/Africans & Diaspora/African-Americans
548 /People & Society/Ethnic & Identity Groups/Latinos & Latin-Americans
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549 /People & Society/Ethnic & Identity Groups/Asians & Diaspora/East Asians & Diaspora
550 /People & Society/Ethnic & Identity Groups/Jewish Culture
551 /Business & Industrial/Small Business
552 /Business & Industrial/Small Business/MLM & Business Opportunities
554 /Sports/Extreme Sports
555 /Law & Government/Government/Visa & Immigration
556 /People & Society/Ethnic & Identity Groups/Arabs & Middle Easterners
557 /Beauty & Fitness/Spas & Beauty Services/Massage Therapy
558 /Health/Reproductive Health/OBGYN
559 /Health/Health Conditions/Heart & Hypertension
560 /Food & Drink/Beverages
563 /Pets & Animals/Pets
565 /Books & Literature/Poetry
566 /Business & Industrial/Textiles & Nonwovens
567 /Shopping/Consumer Resources/Customer Services/Technical Support & Repair
568 /Sports/Animal Sports/Equestrian
569 /Arts & Entertainment/Events & Listings
571 /Health/Health Conditions/Eating Disorders
572 /News/Local News
573 /Computers & Electronics/Consumer Electronics/Camera & Photo Equipment
574 /Shopping/Photo & Video Services/Stock Photography
575 /Arts & Entertainment/Online Media/Virtual Tours
576 /Shopping/Photo & Video Services
577 /Computers & Electronics/Software/Multimedia Software/Photo & Video Software
578 /Online Communities/Online Goodies/Skins, Themes & Wallpapers
579 /People & Society/Ethnic & Identity Groups/Africans & Diaspora
580 /People & Society/Ethnic & Identity Groups/Asians & Diaspora/Southeast Asians & Pacific Islanders
581 /Arts & Entertainment/Performing Arts/Dance
582 /Online Communities/Online Journals & Personal Sites
585 /Arts & Entertainment/Music & Audio/Religious Music/Christian & Gospel Music
586 /Arts & Entertainment/Music & Audio/Classical Music
587 /Arts & Entertainment/Music & Audio/Country Music
588 /Arts & Entertainment/Music & Audio/Dance & Electronic Music
589 /Arts & Entertainment/Music & Audio/Jazz & Blues
590 /Arts & Entertainment/Music & Audio/Rock Music
591 /Arts & Entertainment/Music & Audio/World Music/Latin American Music
592 /Arts & Entertainment/Music & Audio/Urban & Hip-Hop
593 /Arts & Entertainment/Music & Audio/World Music
594 /People & Society/Men's Interests
606 /Business & Industrial/Metals & Mining
607 /Pets & Animals/Pets/Exotic Pets
608 /Books & Literature/E-Books
609 /Reference/Humanities/Myth & Folklore
610 / Autos & Vehicles/Motor Vehicles (By Type)/Trucks, Vans & SUVs
611 / Beauty & Fitness/Fitness/Yoga & Pilates
612 / Arts & Entertainment/Entertainment Industry
613 / Arts & Entertainment/Online Media
614 / Arts & Entertainment/Events & Listings/Event Ticket Sales
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<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>615 /Arts &amp; Entertainment/Movies/Horror Films</td>
<td></td>
</tr>
<tr>
<td>616 /Arts &amp; Entertainment/Movies/Science Fiction &amp; Fantasy Films</td>
<td></td>
</tr>
<tr>
<td>617 /Arts &amp; Entertainment/Music &amp; Audio/Music Reference/Song Lyrics &amp; Tabs</td>
<td></td>
</tr>
<tr>
<td>618 /Arts &amp; Entertainment/Music &amp; Audio/Vocals &amp; Show Tunes</td>
<td></td>
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<tr>
<td>619 /Finance/Financial Planning &amp; Management/Retirement &amp; Pension</td>
<td></td>
</tr>
<tr>
<td>620 /Business &amp; Industrial/Business Finance/Risk Management</td>
<td></td>
</tr>
<tr>
<td>621 /Business &amp; Industrial/Agriculture &amp; Forestry/Food Production</td>
<td></td>
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<tr>
<td>622 /Games/Roleplaying Games</td>
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<tr>
<td>623 /Health/Aging &amp; Geriatrics/Angelina's Disease</td>
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<tr>
<td>624 /Health/Aging &amp; Geriatrics/AIDS &amp; HIV</td>
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<td>625 /Health/Health Conditions/Allergies</td>
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<tr>
<td>626 /Health/Health Conditions/Respiratory Conditions/Asthma</td>
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<td>627 /Health/Health Conditions/Arthritis</td>
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<td>628 /Health/Health Conditions/Cold &amp; Flu</td>
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<tr>
<td>629 /Health/Health Conditions/Blood Sugar &amp; Diabetes</td>
<td></td>
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<td>630 /Health/Health Conditions/Pain Management/Headaches &amp; Migraines</td>
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<td>631 /Health/Health Conditions/Infectious Diseases</td>
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<tr>
<td>632 /Health/Health Conditions/Sleep Disorders</td>
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<tr>
<td>633 /Health/Medical Facilities &amp; Services/Doctors' Offices</td>
<td></td>
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<tr>
<td>634 /Health/Medical Facilities &amp; Services/Medical Procedures</td>
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<td>635 /Health/Men's Health</td>
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<td>636 /Health/Health Conditions/GERD &amp; Digestive Disorders</td>
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<td>637 /Health/Mental Health/Anxiety &amp; Stress</td>
<td></td>
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<tr>
<td>638 /Health/Mental Health/Depression</td>
<td></td>
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<tr>
<td>639 /Health/Health Conditions/Neurological Conditions/Learning &amp; Developmental Disabilities</td>
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<td>640 /Health/Health Conditions/Neurological Conditions/ADD &amp; ADHD</td>
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<td>641 /Health/Health Conditions/Heart &amp; Hypertension/Cholesterol Issues</td>
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<td>642 /Health/Public Health/Occupational Health &amp; Safety</td>
<td></td>
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<td>643 /Health/Pharmacy/Drugs &amp; Medications</td>
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<td>644 /Health/Reproductive Health/Infertility</td>
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<td>645 /Health/Women's Health</td>
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<td>646 /Health/Nursing/Assisted Living &amp; Long Term Care</td>
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<tr>
<td>647 /Business &amp; Industrial/Construction &amp; Maintenance/Building Materials &amp; Supplies</td>
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<td>648 /Business &amp; Industrial/Construction &amp; Maintenance/Civil Engineering</td>
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<td>649 /Business &amp; Industrial/Construction &amp; Maintenance/Construction Consulting &amp; Contracting</td>
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<td>650 /Business &amp; Industrial/Construction &amp; Maintenance/Construction</td>
<td></td>
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<tr>
<td>651 /Arts &amp; Entertainment/Visual Art &amp; Design/Design</td>
<td></td>
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<tr>
<td>652 /Arts &amp; Entertainment/Visual Art &amp; Design/Graphic Design</td>
<td></td>
</tr>
<tr>
<td>653 /Arts &amp; Entertainment/Visual Art &amp; Design/Design/Industrial &amp; Product Design</td>
<td></td>
</tr>
<tr>
<td>654 /Arts &amp; Entertainment/Visual Art &amp; Design/Design/Interior Design</td>
<td></td>
</tr>
<tr>
<td>655 /Business &amp; Industrial/Utilities/Alternative Energy</td>
<td></td>
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<tr>
<td>656 /Business &amp; Industrial/Utilities/Electricity</td>
<td></td>
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<tr>
<td>657 /Business &amp; Industrial/Utilities/Oil &amp; Gas</td>
<td></td>
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<tr>
<td>658 /Business &amp; Industrial/Utilities/Waste Management</td>
<td></td>
</tr>
<tr>
<td>659 /Business &amp; Industrial/Manufacturing/Factory Automation</td>
<td></td>
</tr>
<tr>
<td>660 /Business &amp; Industrial/Transportation &amp; Logistics/Aviation</td>
<td></td>
</tr>
</tbody>
</table>
Note: This is a marked up copy of Google’s RTB “Publisher Verticals” list. The original document is available at https://developers.google.com/authorized-buyers/rtb/downloads/publisher- verticals. Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

663 /Business & Industrial/Transportation & Logistics/Mail & Package Delivery/Couriers, Messengers & Home Delivery Services
664 /Business & Industrial/Transportation & Logistics/Distribution & Logistics
665 /Business & Industrial/Transportation & Logistics/Maritime Transport
666 /Business & Industrial/Transportation & Logistics/Rail Transport
667 /Business & Industrial/Transportation & Logistics/Urban Transport
668 /Business & Industrial/Aerospace & Defense/Space Technology
669 /Business & Industrial/Aerospace & Defense/Defense Industry
670 /Business & Industrial/Chemicals Industry/Agrochemicals
671 /Business & Industrial/Chemicals Industry/Cleaning Agents
672 /Business & Industrial/Chemicals Industry/Coatings & Adhesives
673 /Business & Industrial/Chemicals Industry/Dyes & Pigments
674 /Business & Industrial/Chemicals Industry/Plastics & Polymers
675 /Internet & Telecom/Web Services/Web Stats & Analytics
676 /People & Society/Subcultures & Niche Interests/Science Fiction & Fantasy
677 /People & Society/Disabled & Special Needs
678 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events
681 /People & Society/Ethnic & Identity Groups/Indigenous Peoples
682 /People & Society/Ethnic & Identity Groups/Eastern Europeans
683 /People & Society/Ethnic & Identity Groups/Western Europeans
685 /Reference/Geographic Reference/Maps/Traffic & Public Transit
686 /Business & Industrial/Construction & Maintenance/Urban & Regional Planning
687 /Real Estate/Property Development
688 /Hobbies & Leisure/Outdoors
689 /Hobbies & Leisure/Water Activities/Surf & Swim
690 /Reference/General Reference/Biographies & Quotations
691 /Reference/General Reference/Calculators & Reference Tools
692 /Reference/General Reference/Dictionaries & Encyclopedias
693 /Reference/General Reference/Forms Guides & Templates
694 /Reference/General Reference/How-To, DIY & Expert Content
695 /Reference/General Reference/Time & Calendars
696 /Shopping/Luxury Goods
697 /Shopping/Apparel/Footwear
699 /Sports/Team Sports/Volleyball
700 /Jobs & Education/Education/Teaching & Classroom Resources
701 /Law & Government/Legal/Labor & Employment Law
702 /Law & Government/Government/Royalty
703 /People & Society/Social Issues & Advocacy/Work & Labor Issues
704 /Law & Government/Public Safety/Crime & Justice
705 /Law & Government/Public Safety/Security Products & Services
706 /Law & Government/Social Services/Welfare & Unemployment
707 /Travel/Specialty Travel/Adventure Travel
708 /Travel/Bus & Rail
717 /Computers & Electronics/Computer Hardware/Computer Components
718 /Business & Industrial/Business Services/Outsourcing
719 /Business & Industrial/Physical Asset Management
720 /Business & Industrial/Quality Control & Tracking
721 /Business & Industrial/Business Operations/Management/Business Process
722 /Business & Industrial/Business Operations/Management/Strategic Planning
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723 /Business & Industrial/Business Operations/Human Resources/Compensation & Benefits
724 /Business & Industrial/Business Operations/Human Resources/Payroll Services
725 /Business & Industrial/Business Services/Writing & Editing Services
726 /Business & Industrial/Business Services/Fire & Security Services
727 /Business & Industrial/Small Business/Home Office
728 /Computers & Electronics/Computer Hardware/Computer Servers
729 /Computers & Electronics/Computer Hardware/Computer Drives & Storage/Network Storage
730 /Computers & Electronics/Programming/Development Tools
731 /Computers & Electronics/Programming/C & C++
732 /Computers & Electronics/Programming/Java (Programming Language)
733 /Computers & Electronics/Programming/Scripting Languages
734 /Computers & Electronics/Programming/Windows & .NET
735 /Computers & Electronics/Software/Operating Systems/Mac OS
736 /Computers & Electronics/Software/Operating Systems/Linux & Unix
737 /Computers & Electronics/Software/Operating Systems/Windows OS
739 /Computers & Electronics/Computer Hardware/Hardware Modding & Tuning
740 /Computers & Electronics/Computer Hardware/Computer Components/Sound & Video Cards
741 /Computers & Electronics/Computer Hardware/Computer Components/Chips & Processors
742 /Computers & Electronics/Electronics & Electrical/Electronic Components
743 /Computers & Electronics/Electronics & Electrical/Electromechanical Devices
744 /Computers & Electronics/Electronics & Electrical/Optoelectronics & Fiber
745 /Computers & Electronics/Electronics & Electrical/Power Supplies
746 /Computers & Electronics/Electronics & Electrical/Electrical Test & Measurement
747 /Business & Industrial/Agriculture & Forestry/Aquaculture
748 /Business & Industrial/Agriculture & Forestry/Agricultural Equipment
749 /Business & Industrial/Agriculture & Forestry/Crops & Seed
750 /Business & Industrial/Agriculture & Forestry/Forestry
751 /Business & Industrial/Agriculture & Forestry/Horticulture
752 /Business & Industrial/Agriculture & Forestry/Livestock
784 /News/Business News
785 /News/Technology News
786 /Hobbies & Leisure/Paintball
787 /Hobbies & Leisure/Radio Control & Modeling
788 /Science/Biological Sciences/Anatomy
791 /Jobs & Education/Education/Homeschooling
792 /Law & Government/Legal/Legal Education
793 /Law & Government/Military/Veterans
794 /Computers & Electronics/Consumer Electronics/GPS & Navigation
799 /Business & Industrial/Business Education
800 /Business & Industrial/Business Services/Knowledge Management
801 /Business & Industrial/Business Operations/Management/Supply Chain Management
802 /Jobs & Education/Jobs/Job Listings/IT & Technical Jobs
803 /Autos & Vehicles/Vehicle Shows
804 /Computers & Electronics/Software/Educational Software
Note: This is a marked up copy of Google’s RTB “Publisher Verticals” list. The original document is available at https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals. Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

805 /Computers & Electronics/Software/Multimedia Software/Desktop Publishing/Fonts
806 /Autos & Vehicles/Custom & Performance Vehicles
807 /Computers & Electronics/Software/Internet Software
808 /Computers & Electronics/Software/Internet Software/Content Management
809 /Arts & Entertainment/Music & Audio/Podcasts
810 /Autos & Vehicles/Motor Vehicles (By Type)/Hybrid & Alternative Vehicles
811 /Finance/Credit & Lending/Credit Cards
812 /Finance/Credit & Lending/Debt Management
813 /Finance/Credit & Lending/Loans/Student Loans & College Financing
814 /Finance/Investing/Currencies & Foreign Exchange
815 /Autos & Vehicles/Motor Vehicles (By Brand)
816 /Business & Industrial/Hospitality Industry/Food Service/Restaurant Supply
817 /Health/Health Conditions/Injury
818 /Health/Health Conditions/Obesity
819 /Health/Health Conditions/Pain Management
820 /Autos & Vehicles/Motor Vehicles (By Brand)/Honda/Acura
821 /Autos & Vehicles/Motor Vehicles (By Brand)/Audi
822 /Autos & Vehicles/Motor Vehicles (By Brand)/BMW
823 /Autos & Vehicles/Motor Vehicles (By Brand)/Cadillac
824 /Health/Health Conditions/Respiratory Conditions
825 /Food & Drink/Cooking & Recipes/Cuisines/Vegetarian Cuisine
826 /Autos & Vehicles/Motor Vehicles (By Brand)/Chevrolet
827 /Home & Garden/Home Improvement/Doors & Windows
828 /Home & Garden/HVAC & Climate Control
829 /Business & Industrial/Construction & Maintenance/Building Materials & Supplies/Nails Screws & Fasteners
830 /Business & Industrial/Construction & Maintenance/Building Materials & Supplies/Plumbing Fixtures & Equipment
831 /Business & Industrial/Construction & Maintenance/Building Materials & Supplies/Wood & Plastics
832 /Home & Garden/Home Improvement/Flooring
833 /Autos & Vehicles/Motor Vehicles (By Brand)/Chrysler
834 /Autos & Vehicles/Motor Vehicles (By Brand)/Citroën
835 /Business & Industrial/Industrial Materials & Equipment/Generators
836 /Autos & Vehicles/Motor Vehicles (By Brand)/Dodge
837 /Business & Industrial/Industrial Materials & Equipment/Heavy Machinery
838 /Autos & Vehicles/Motor Vehicles (By Brand)/Fiat
839 /Business & Industrial/Industrial Materials & Equipment/Fluid Handling/Valves Hoses & Fittings
840 /Autos & Vehicles/Motor Vehicles (By Brand)/Ford
841 /Business & Industrial/Retail Trade
842 /Autos & Vehicles/Motor Vehicles (By Brand)/GMC
843 /Autos & Vehicles/Motor Vehicles (By Brand)/Honda
844 /Business & Industrial/Retail Trade/Retail Equipment & Technology
845 /Autos & Vehicles/Motor Vehicles (By Brand)/Hyundai
846 /Autos & Vehicles/Motor Vehicles (By Brand)/Jeep
847 /Online Communities/Online Goodies/Social Network Apps & Add-Ons
848 /Autos & Vehicles/Motor Vehicles (By Brand)/Kia
849 /Autos & Vehicles/Motor Vehicles (By Brand)/Toyota/Lexus
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850 /Autos & Vehicles/Motor Vehicles (By Brand)/Lincoln
851 /Autos & Vehicles/Motor Vehicles (By Brand)/Mazda
852 /Autos & Vehicles/Motor Vehicles (By Brand)/Mercedes-Benz
853 /Autos & Vehicles/Motor Vehicles (By Brand)/Mercury
854 /Autos & Vehicles/Motor Vehicles (By Brand)/Mitsubishi
855 /Autos & Vehicles/Motor Vehicles (By Brand)/Nissan
856 /Autos & Vehicles/Motor Vehicles (By Brand)/Peugeot
857 /Autos & Vehicles/Motor Vehicles (By Brand)/Pontiac
858 /Autos & Vehicles/Motor Vehicles (By Brand)/Porsche
859 /Autos & Vehicles/Motor Vehicles (By Brand)/Renault
860 /Autos & Vehicles/Motor Vehicles (By Brand)/Saturn
861 /Autos & Vehicles/Motor Vehicles (By Brand)/Subaru
862 /People & Society/Religion & Belief/Buddhism
863 /Autos & Vehicles/Motor Vehicles (By Brand)/Toyota
864 /People & Society/Religion & Belief/Christianity
865 /Autos & Vehicles/Motor Vehicles (By Brand)/Volkswagen
866 /People & Society/Religion & Belief/Hinduism
867 /Autos & Vehicles/Motor Vehicles (By Brand)/Volvo
868 /People & Society/Religion & Belief/Islam
869 /People & Society/Religion & Belief/Judaism
870 /People & Society/Self-Help & Motivational
882 /Pets & Animals/Animal Products & Services
883 /Pets & Animals/Animal Products & Services/Animal Welfare
884 /Pets & Animals/Pets/Birds
885 /Pets & Animals/Pets/Cats
886 /Pets & Animals/Pets/Dogs
887 /Pets & Animals/Pets/Fish & Aquaria
888 /Pets & Animals/Pets/Horses
889 /Pets & Animals/Pets/Rabbits & Rodents
890 /Pets & Animals/Pets/Reptiles & Amphibians
891 /Arts & Entertainment/Events & Listings/Concerts & Music Festivals
892 /Arts & Entertainment/Music & Audio/Music Reference/Sheet Music
893 /Arts & Entertainment/Music & Audio/Soundtracks
894 /Arts & Entertainment/Performing Arts/Acting & Theater
895 /Arts & Entertainment/Humor/Live Comedy
896 /Autos & Vehicles/Motor Vehicles (By Brand)/Daewoo Motors
897 /Autos & Vehicles/Motor Vehicles (By Brand)/Saab
898 /Autos & Vehicles/Motor Vehicles (By Brand)/Vauxhall-Opel
899 /Computers & Electronics/Consumer Electronics/Game Systems & Consoles
900 /Computers & Electronics/Electronics & Electrical/Data Sheets & Electronics Reference
901 /Computers & Electronics/Software/Freeware & Shareware
902 /Computers & Electronics/Software/Internet Software/Proxying & Filtering
903 /Finance/Financial Planning & Management
904 /Finance/Investing/Commodities & Futures Trading
905 /Business & Industrial/Business Finance/Venture Capital
906 /Food & Drink/Food/Candy & Sweets
907 /Food & Drink/Food/Baked Goods
908 /Food & Drink/Food/Fruits & Vegetables
909 /Food & Drink/Food/Meat & Seafood
910 /Food & Drink/Cooking & Recipes/Soups & Stews
911 /Food & Drink/Cooking & Recipes/Cuisines
912 /Food & Drink/Cooking & Recipes/Cuisines/East Asian Cuisine
<table>
<thead>
<tr>
<th>ID</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>913</td>
<td>Food &amp; Drink/Cooking &amp; Recipes/Cuisines/Latin American Cuisine</td>
</tr>
<tr>
<td>914</td>
<td>Food &amp; Drink/Cooking &amp; Recipes/Cuisines/Mediterranean Cuisine</td>
</tr>
<tr>
<td>915</td>
<td>Food &amp; Drink/Cooking &amp; Recipes/Cuisines/North American Cuisine</td>
</tr>
<tr>
<td>916</td>
<td>Food &amp; Drink/Beverages/Coffee &amp; Tea</td>
</tr>
<tr>
<td>917</td>
<td>Food &amp; Drink/Restaurants/Restaurant Reviews &amp; Reservations</td>
</tr>
<tr>
<td>918</td>
<td>Food &amp; Drink/Restaurants/Fast Food</td>
</tr>
<tr>
<td>919</td>
<td>Games/Arcade &amp; Coin-Op Games</td>
</tr>
<tr>
<td>920</td>
<td>Games/Board Games</td>
</tr>
<tr>
<td>921</td>
<td>Games/Board Games/Chess &amp; Abstract Strategy Games</td>
</tr>
<tr>
<td>922</td>
<td>Games/Board Games/Miniatures &amp; Wargaming</td>
</tr>
<tr>
<td>923</td>
<td>Games/Card Games/Collectible Card Games</td>
</tr>
<tr>
<td>925</td>
<td>Games/Computer &amp; Video Games/Adventure Games</td>
</tr>
<tr>
<td>926</td>
<td>Games/Computer &amp; Video Games/Casual Games</td>
</tr>
<tr>
<td>927</td>
<td>Games/Computer &amp; Video Games/Driving &amp; Racing Games</td>
</tr>
<tr>
<td>928</td>
<td>Games/Computer &amp; Video Games/Fighting Games</td>
</tr>
<tr>
<td>929</td>
<td>Games/Computer &amp; Video Games/Music &amp; Dance Games</td>
</tr>
<tr>
<td>930</td>
<td>Games/Computer &amp; Video Games/Shooter Games</td>
</tr>
<tr>
<td>931</td>
<td>Games/Computer &amp; Video Games/Simulation Games</td>
</tr>
<tr>
<td>932</td>
<td>Games/Computer &amp; Video Games/Sports Games</td>
</tr>
<tr>
<td>933</td>
<td>Games/Computer &amp; Video Games/Strategy Games</td>
</tr>
<tr>
<td>935</td>
<td>Games/Computer &amp; Video Games/Massively Multiplayer Games</td>
</tr>
<tr>
<td>936</td>
<td>Games/Party Games</td>
</tr>
<tr>
<td>937</td>
<td>Games/Puzzles &amp; Brainteasers</td>
</tr>
<tr>
<td>938</td>
<td>Games/Table Games</td>
</tr>
<tr>
<td>939</td>
<td>Games/Table Games/Billiards</td>
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<tr>
<td>940</td>
<td>Games/Table Games/Table Tennis</td>
</tr>
<tr>
<td>941</td>
<td>Health/Health Conditions/Genetic Disorders</td>
</tr>
<tr>
<td>942</td>
<td>Health/Health Conditions/Neurological Conditions</td>
</tr>
<tr>
<td>943</td>
<td>Health/Medical Facilities &amp; Services/Medical Tests &amp; Exams</td>
</tr>
<tr>
<td>944</td>
<td>Health/Medical Facilities &amp; Services/Medical Procedures/Surgery</td>
</tr>
<tr>
<td>945</td>
<td>Health/Medical Literature &amp; Resources/Medical Photos &amp; Illustration</td>
</tr>
<tr>
<td>946</td>
<td>Health/Public Health/Toxic Substances &amp; Poisoning</td>
</tr>
<tr>
<td>947</td>
<td>Health/Public Health</td>
</tr>
<tr>
<td>948</td>
<td>Home &amp; Garden/Bed &amp; Bath</td>
</tr>
<tr>
<td>949</td>
<td>Home &amp; Garden/Domestic Services/Cleaning Services</td>
</tr>
<tr>
<td>950</td>
<td>Home &amp; Garden/Home Improvement/Construction &amp; Power Tools</td>
</tr>
<tr>
<td>951</td>
<td>Home &amp; Garden/Kitchen &amp; Dining</td>
</tr>
<tr>
<td>952</td>
<td>Home &amp; Garden/Home Swimming Pools, Saunas &amp; Spas</td>
</tr>
<tr>
<td>953</td>
<td>Home &amp; Garden/Yard &amp; Patio</td>
</tr>
<tr>
<td>954</td>
<td>Business &amp; Industrial/Energy &amp; Utilities/Nuclear Energy</td>
</tr>
<tr>
<td>955</td>
<td>Business &amp; Industrial/Hospitality Industry</td>
</tr>
<tr>
<td>956</td>
<td>Business &amp; Industrial/Hospitality Industry/Event Planning</td>
</tr>
<tr>
<td>957</td>
<td>Business &amp; Industrial/Hospitality Industry/Food Service</td>
</tr>
<tr>
<td>958</td>
<td>Jobs &amp; Education</td>
</tr>
<tr>
<td>959</td>
<td>Jobs &amp; Education/Jobs/Career Resources &amp; Planning</td>
</tr>
<tr>
<td>960</td>
<td>Jobs &amp; Education/Jobs/Job Listings</td>
</tr>
<tr>
<td>961</td>
<td>Jobs &amp; Education/Jobs/Resumes &amp; Portfolios</td>
</tr>
<tr>
<td>962</td>
<td>Law &amp; Government/Government/Embassies &amp; Consulates</td>
</tr>
<tr>
<td>963</td>
<td>Law &amp; Government/Government/Executive Branch</td>
</tr>
<tr>
<td>964</td>
<td>Law &amp; Government/Government/Legislative Branch</td>
</tr>
<tr>
<td>965</td>
<td>Law &amp; Government/Government/Multilateral Organizations</td>
</tr>
<tr>
<td>966</td>
<td>Law &amp; Government/Government/State &amp; Local Government</td>
</tr>
<tr>
<td>967</td>
<td>Law &amp; Government/Legal/Constitutional Law &amp; Civil Rights</td>
</tr>
</tbody>
</table>
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968 /Autos & Vehicles/Vehicle Codes & Driving Laws/Drunk Driving Law
969 /Law & Government/Legal/Legal Services
970 /Law & Government/Legal/Product Liability
972 /Online Communities/Virtual Worlds
973 /People & Society/ Ethnic & Identity Groups/Expatriate Communities
974 /People & Society/Family & Relationships/Family/Parenting/Adoption
975 /People & Society/Religion & Belief/Skeptics & Non-Believers
976 /People & Society/Social Issues & Advocacy/Reproductive Rights
977 /Hobbies & Leisure/Special Occasions
978 /Online Communities/Photo & Video Sharing/Photo & Image Sharing
979 /Online Communities/Photo & Video Sharing/Video Sharing
980 /Reference/General Reference
981 /Science/Biological Sciences/Flora & Fauna
982 /Science/Biological Sciences/Genetics
983 /Shopping/Apparel/Athletic Apparel
984 /Shopping/Apparel/Casual Apparel
985 /Shopping/Apparel/Children's Clothing
986 /Shopping/Apparel/Clothing Accessories/Handbags & Purses
987 /Shopping/Apparel/Clothing Accessories/Watches
988 /Shopping/Apparel/Costumes
989 /Shopping/Apparel/Eyewear
990 /Shopping/Apparel/Formal Wear
991 /Shopping/Apparel/Headwear
992 /Shopping/Apparel/Men's Clothing
993 /Shopping/Apparel/Outerwear
994 /Shopping/Apparel/Sleepwear
995 /Shopping/Apparel/Swimwear
996 /Shopping/Apparel/Uniforms & Workwear
997 /Shopping/Apparel/Women's Clothing
998 /Sports/Fantasy Sports
999 /Hobbies & Leisure/Recreational Aviation
1000 /Sports/Individual Sports
1001 /Sports/Team Sports
1002 /Hobbies & Leisure/Water Activities
1003 /Travel/Luggage & Travel Accessories
1004 /Travel/Specialty Travel
1005 /Travel/Specialty Travel/Ecotourism
1006 /Travel/Tourist Destinations/Historical Sites & Buildings
1007 /Travel/Tourist Destinations/Regional Parks & Gardens
1008 /Travel/Tourist Destinations/Theme Parks
1009 /Travel/Tourist Destinations/Zoos, Aquariums & Preserves
1010 /Travel/Travel Agencies & Services
1011 /Travel/Travel Guides & Travelogues
1012 /Jobs & Education/Education/Early Childhood Education
1013 /Autos & Vehicles/Classic Vehicles
1014 /Reference/Geographic Reference/City & Local Guides
1015 /Jobs & Education/Education/Alumni & Reunions
1016 /Sports/Individual Sports/Bowling
1017 /Sports/Team Sports/Handball
1019 /Travel/Travel Agencies & Services/Vacation Offers
1020 /Arts & Entertainment/Music & Audio/Religious Music
1021 /Arts & Entertainment/Music & Audio/Pop Music
1022 /Arts & Entertainment/Music & Audio/Experimental & Industrial Music
1023 /Arts & Entertainment/Music & Audio/Folk & Traditional Music
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1024 /Arts & Entertainment/Music & Audio/Music Equipment & Technology
1025 /Arts & Entertainment/Music & Audio/Music Equipment & Technology/DJ Resources & Equipment
1026 /Arts & Entertainment/Music & Audio/Music Equipment & Technology/Music Recording Technology
1027 /Arts & Entertainment/Music & Audio/Music Reference
1028 /Arts & Entertainment/Music & Audio/Music Reference/Music Composition & Theory
1030 /Arts & Entertainment/Music & Audio/Urban & Hip-Hop/Rap & Hip-Hop
1031 /Arts & Entertainment/Music & Audio/World Music/Reggae & Caribbean Music
1032 /Arts & Entertainment/Music & Audio/World Music/South Asian Music
1033 /Arts & Entertainment/Music & Audio/World Music/East Asian Music
1034 /Arts & Entertainment/Music & Audio/World Music/Arab & Middle Eastern Music
1035 /Arts & Entertainment/Music & Audio/Rock Music/Hard Rock & Progressive
1036 /Arts & Entertainment/Music & Audio/Rock Music/Metal (Music)
1037 /Arts & Entertainment/Music & Audio/Rock Music/Classic Rock & Oldies
1038 /Arts & Entertainment/Music & Audio/Rock Music/Indie & Alternative Music
1039 /Arts & Entertainment/Music & Audio/Urban & Hip-Hop/Soul & R&B
1040 /Arts & Entertainment/Music & Audio/Jazz & Blues/Blues
1041 /Arts & Entertainment/Music & Audio/Rock Music/Punk (Music)
1043 /Computers & Electronics/Consumer Electronics/Game Systems & Consoles/Nintendo
1044 /Computers & Electronics/Consumer Electronics/Game Systems & Consoles/Sony PlayStation
1045 /Computers & Electronics/Consumer Electronics/Game Systems & Consoles/Xbox
1046 /Computers & Electronics/Consumer Electronics/Game Systems & Consoles/Handheld Game Consoles
1047 /Arts & Entertainment/TV & Video/TV Shows & Programs/TV Comedies
1048 /Arts & Entertainment/TV & Video/TV Shows & Programs/TV Talk Shows
1049 /Arts & Entertainment/TV & Video/TV Shows & Programs/TV Reality Shows
1050 /Arts & Entertainment/TV & Video/TV Shows & Programs/TV Game Shows
1055 /Arts & Entertainment/TV & Video/TV Commercials
1056 /Autos & Vehicles/Motor Vehicles (By Type)/Trucks, Vans & SUVs/Pickup Trucks
1057 /Autos & Vehicles/Motor Vehicles (By Type)/Trucks, Vans & SUVs/SUVs & Crossovers
1058 /Autos & Vehicles/Motor Vehicles (By Type)/Trucks, Vans & SUVs/Vans & Minivans
1059 /Autos & Vehicles/Motor Vehicles (By Brand)/Bentley
1060 /Autos & Vehicles/Motor Vehicles (By Brand)/Buick
1061 /Autos & Vehicles/Motor Vehicles (By Brand)/Ferrari
1062 /Autos & Vehicles/Motor Vehicles (By Brand)/Hummer
1063 /Autos & Vehicles/Motor Vehicles (By Brand)/Jaguar
1064 /Autos & Vehicles/Motor Vehicles (By Brand)/Lamborghini
1065 /Autos & Vehicles/Motor Vehicles (By Brand)/Land Rover
1066 /Autos & Vehicles/Motor Vehicles (By Brand)/Maserati
1067 /Autos & Vehicles/Motor Vehicles (By Brand)/Mini
1068 /Autos & Vehicles/Motor Vehicles (By Brand)/Rolls-Royce
Note: This is a marked up copy of Google’s RTB “Publisher Verticals” list. The original document is available at https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals. Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

1069 /Autos & Vehicles/Motor Vehicles (By Brand)/Toyota/Scion
1070 /Autos & Vehicles/Motor Vehicles (By Brand)/Suzuki
1071 /Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones
1072 /Arts & Entertainment/Movies/Documentary Films
1073 /Sports/College Sports
1074 /Travel/Tourist Destinations/Beaches & Islands
1075 /Law & Government/Government/Courts & Judiciary
1076 /Business & Industrial/Business Services/Signage
1077 /News/Sports News
1078 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Christmas
1079 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Halloween & October 31st
1080 /Real Estate/Real Estate Listings
1081 /Real Estate/Real Estate Listings/Timeshares & Vacation Properties
1082 /Sports/Sports Coaching & Training
1083 /Sports/Sporting Goods/Sports Memorabilia
1084 /Reference/Geographic Reference
1085 /Arts & Entertainment/Events & Listings/Movie Listings & Theater Showtimes
1086 /Arts & Entertainment/Events & Listings/Film Festivals
1087 /Arts & Entertainment/Music & Audio/Music Education & Instruction
1088 /Computers & Electronics/Software/Multimedia Software/Desktop Publishing
1089 /Computers & Electronics/Software/Multimedia Software/Audio & Music Software
1090 /Computers & Electronics/Software/Multimedia Software/Media Players
1091 /Arts & Entertainment/Music & Audio/Music Equipment & Technology/Samples & Sound Libraries
1092 /Computers & Electronics/Software/Multimedia Software/Audio & Music Software/Audio File Formats & Codecs
1093 /Reference/Humanities/Philosophy
1094 /Arts & Entertainment/Movies/Drama Films
1095 /Arts & Entertainment/Movies/Comedy Films
1096 /Arts & Entertainment/Movies/Thriller, Crime & Mystery Films
1097 /Arts & Entertainment/Movies/Action & Adventure Films
1098 /Arts & Entertainment/Movies/Classic Films/Silent Films
1099 /Arts & Entertainment/Movies/Action & Adventure Films/Western Films
1100 /Arts & Entertainment/Movies/Action & Adventure Films/Superhero Films
1101 /Arts & Entertainment/Movies/Action & Adventure Films/Martial Arts Films
1102 /Arts & Entertainment/Movies/Classic Films
1103 /Arts & Entertainment/Movies/Cult & Indie Films
1104 /Arts & Entertainment/Movies/Animated Films
1105 /Arts & Entertainment/Movies/Musical Films
1106 /Arts & Entertainment/Movies/Movie Reference
1107 /Arts & Entertainment/Movies/Movie Reference/Movie Reviews & Previews
1108 /Arts & Entertainment/Entertainment Industry/Film & TV Industry/Film & TV Awards
1109 /Internet & Telecom/Mobile & Wireless/Mobile Apps & Add-Ons
1110 /Arts & Entertainment/TV & Video/TV Shows & Programs/TV Family-Oriented Shows
Note: This is a marked up copy of Google's RTB “Publisher Verticals” list. The original document is available at https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals. Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

1111 /Arts & Entertainment/TV & Video/TV Shows & Programs/TV Crime & Legal Shows
1112 /Arts & Entertainment/TV & Video/TV Shows & Programs/TV Sci-Fi & Fantasy Shows
1113 /Arts & Entertainment/Entertainment Industry/Recording Industry/Music Awards
1114 /Arts & Entertainment/Entertainment Industry/Recording Industry/Record Labels
1115 /Arts & Entertainment/Entertainment Industry/Recording Industry/Record Production
1116 /Arts & Entertainment/Entertainment Industry/Film & TV Industry
1117 /Arts & Entertainment/Entertainment Industry/Film & TV Industry/Film & TV Production
1118 /Jobs & Education/Education/Special Education
1119 /Travel/Tourist Destinations/Mountain & Ski Resorts
1120 /Travel/Tourist Destinations/Lakes & Rivers
1122 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Valentine's Day
1123 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Christian Holidays/Easter
1124 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Jewish Holidays
1125 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Thanksgiving
1126 /Sports/Individual Sports/Skate Sports
1127 /People & Society/Social Issues & Advocacy/Poverty & Hunger
1131 /People & Society/Family & Relationships
1132 /People & Society/Family & Relationships/Family
1133 /People & Society/Family & Relationships/Marriage
1134 /People & Society/Family & Relationships/Friendship
1135 /People & Society/Family & Relationships/Romance
1136 /Reference/General Reference/Public Records
1137 /Reference/General Reference/Forms Guides & Templates/Legal Forms
1138 /Business & Industrial/Business Finance
1139 /Business & Industrial/Business Finance/Investment Banking
1140 /Autos & Vehicles/Boats & Watercraft
1141 /Science/Engineering & Technology/Robotics
1142 /Internet & Telecom/Web Apps & Online Tools
1143 /Shopping/Entertainment Media
1144 /Shopping/Entertainment Media/Entertainment Media Rentals
1145 /Arts & Entertainment/Movies/DVD & Video Shopping/DVD & Video Rentals
1146 /Games/Computer & Video Games/Video Game Retailers
1147 /Autos & Vehicles/Personal Aircraft
1148 /Sports/Winter Sports/Skiling & Snowboarding
1149 /Sports/Winter Sports/Ice Skating
1150 /Business & Industrial/Transportation & Logistics/Mail & Package Delivery
1152 /Business & Industrial/Industrial Materials & Equipment/Fluid Handling
1153 /Home & Garden/Home Improvement/Plumbing
1155 /Beauty & Fitness/Home Improvement/Plumbing
Note: This is a marked up copy of Google’s RTB “Publisher Verticals” list. The original document is available at https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals. Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

1157 /Computers & Electronics/Consumer Electronics/TV & Video Equipment/Home Theater Systems
1158 /Computers & Electronics/Consumer Electronics/Audio Equipment/Speakers
1159 /Business & Industrial/Business Operations
1160 /Business & Industrial/Business Finance/Commercial Lending
1161 /Law & Government/Government/Public Finance
1162 /Business & Industrial/Business Services/Consulting
1163 /News/Business News/Financial Markets News
1164 /News/Business News/Economy News
1165 /News/Business News/Fiscal Policy News
1166 /People & Society/Social Issues & Advocacy/Housing & Development
1167 /Arts & Entertainment/Visual Art & Design/Painting
1168 /Science/Earth Sciences
1169 /Science/Earth Sciences/Paleontology
1170 /Internet & Telecom/Mobile & Wireless/Mobile & Wireless Accessories/Bluetooth Accessories
1171 /Internet & Telecom/Mobile & Wireless/Mobile & Wireless Accessories
1173 /Games/Family-Oriented Games & Activities/Dress-Up & Fashion Games
1174 /Arts & Entertainment/Fun & Trivia/Fun Tests & Silly Surveys
1175 /Home & Garden/Home Improvement/Roofing
1176 /Business & Industrial/Printing & Publishing
1177 /Books & Literature/Writers Resources
1178 /Real Estate/Real Estate Listings/Commercial Properties
1179 /News/Business News/Company News
1180 /Arts & Entertainment/Humor/Political Humor
1181 /Law & Government/Public Safety/Crime & Justice/Corporate & Financial Crime
1182 /Internet & Telecom/Communications Equipment/Radio Equipment
1183 /Books & Literature/Children's Literature
1184 /Books & Literature/Literary Classics
1185 /Arts & Entertainment/Performing Arts/Opera
1186 /Arts & Entertainment/Music & Audio/Radio/Talk Radio
1187 /Arts & Entertainment/TV & Video/TV Guides & Reference
1188 /Computers & Electronics/Consumer Electronics/Car Electronics
1189 /Computers & Electronics/Consumer Electronics/Car Electronics/Car Video
1190 /Business & Industrial/Automotive Industry
1191 /Autos & Vehicles/Bicycles & Accessories
1192 /Computers & Electronics/Consumer Electronics/Electronic Accessories
1193 /Arts & Entertainment/TV & Video/TV Shows & Programs/TV Dramas
1194 /Arts & Entertainment/TV & Video/TV Shows & Programs/TV Dramas/TV Medical Shows
1195 /Arts & Entertainment/Visual Art & Design/Visual Arts & Design Education
1198 /Sports/International Sports Competitions
1199 /Business & Industrial/Professional & Trade Associations
1200 /Business & Industrial/Small Business/Business Formation
1201 /News/Politics/Opinion & Commentary
1202 /News/Politics/Political Polls & Surveys
1203 /News/Politics/Media Critics & Watchdogs
1204 /News/Journalism & News Industry
1205 /People & Society/Social Issues & Advocacy/Discrimination & Identity Relations
Note: This is a marked up copy of Google’s RTB “Publisher Verticals” list. The original document is available at [https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals](https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals). Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

1208 /Arts & Entertainment/Music & Audio/World Music/African Music
1209 /News/World News
1210 /Shopping/Swap Meets & Outdoor Markets
1211 /Health/Health Conditions/Ear Nose & Throat
1212 /Autos & Vehicles/Motor Vehicles (By Type)/Scooters & Mopeds
1213 /Autos & Vehicles/Campers & RVs
1214 /Autos & Vehicles/Commercial Vehicles
1215 /Autos & Vehicles/Commercial Vehicles/Cargo Trucks & Trailers
1216 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Parts & Accessories/Engine & Transmission
1217 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Parts & Accessories/Auto Exterior
1218 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Parts & Accessories/Auto Interior
1219 /Beauty & Fitness/Beauty Pageants
1220 /Beauty & Fitness/Cosmetic Procedures
1221 /Law & Government/Government/Intelligence & Counterterrorism
1222 /Arts & Entertainment/Online Media/Online Image Galleries
1223 /Online Communities/Online Goodies/Clip Art & Animated GIFs
1224 /Health/Vision Care/Eyeglasses & Contacts
1225 /Shopping/Wholesalers & Liquidators
1226 /Science/Biological Sciences/Neuroscience
1227 /Science/Computer Science
1228 /Shopping/Apparel/Apparel Services
1229 /Jobs & Education/Education/Computer Education
1230 /Hobbies & Leisure/Crafts/Fiber & Textile Arts
1231 /People & Society/Family & Relationships/Family/Baby & Pet Names
1232 /Home & Garden/Home Improvement/House Painting & Finishing
1233 /Reference/Technical Reference
1234 /Internet & Telecom/Search Engines/People Search
1235 /Health/Substance Abuse/Steroids & Performance-Enhancing Drugs
1236 /Health/Reproductive Health/Sexual Enhancement
1237 /Health/Substance Abuse/Smoking & Smoking Cessation
1238 /Health/Alternative & Natural Medicine/Cleansing & Detoxification
1239 /Health/Alternative & Natural Medicine/Acupuncture & Chinese Medicine
1240 /News/Business News/Company News/Company Earnings
1241 /News/Business News/Company News/Mergers & Acquisitions
1242 /Arts & Entertainment/Music & Audio/Urban & Hip-Hop/Reggaeton
1243 /Arts & Entertainment/Performing Arts/Broadway & Musical Theater
1244 /Arts & Entertainment/Humor/Spoofs & Satire
1245 /Travel/Air Travel/Airport Parking & Transportation
1246 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Carnival & Mardi Gras
1247 /Law & Government/Military/Air Force
1248 /Law & Government/Military/Army
1249 /Law & Government/Military/Navy
1250 /Law & Government/Military/Marines
1251 /People & Society/Religion & Belief/Scientology
1252 /Science/Mathematics/Statistics
1253 /News/Health News
1254 /Science/Earth Sciences/Atmospheric Science
1255 /Science/Ecology & Environment/Climate Change & Global Warming
1256 /Health/Public Health/Health Policy
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1257 /People & Society/Ethnic & Identity Groups/Asians & Diaspora
1258 /People & Society/Religion & Belief/Pagan & Esoteric Traditions
1259 /News/Gossip & Tabloid News/Scandals & Investigations
1260 /People & Society/Family & Relationships/Troubled Relationships
1261 /People & Society/Family & Relationships/Troubled Relationships/Divorce & Separation
1262 /Health/Health Conditions/Infectious Diseases/Parasites & Parasitic Diseases
1263 /Health/Health Conditions/Infectious Diseases/Vaccines & Immunizations
1264 /Reference-Language Resources/Foreign Language Resources
1265 /Reference-Language Resources/Foreign Language Resources/Translation Tools & Resources
1266 /Reference-Language Resources/Foreign Language Resources/Foreign Language Study
1267 /Autos & Vehicles/Vehicle Shopping/Vehicle Specs, Reviews & Comparisons
1268 /Autos & Vehicles/Vehicle Parts & Services/Gas Prices & Vehicle Fueling
1269 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Parts & Accessories/Vehicle Fuels & Lubricants
1270 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Birthdays & Name Days
1271 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/New Year
1272 /Law & Government/Legal/Business & Corporate Law
1273 /Arts & Entertainment/Events & Listings/Live Sporting Events
1274 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Christian Holidays
1275 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Islamic Holidays
1276 /Hobbies & Leisure/Merit Prizes & Contests
1277 /Computers & Electronics/Consumer Electronics/Gadgets & Portable Electronics/Tablet PCs
1278 /Science/Biological Sciences/Flora & Fauna/Insects & Entomology
1279 /Computers & Electronics/Networking/VPN & Remote Access
1280 /People & Society/Social Issues & Advocacy/Human Rights & Liberties
1281 /People & Society/Social Issues & Advocacy/Privacy Issues
1282 /Finance/Grants, Scholarships & Financial Aid
1283 /Finance/Accounting & Auditing/Tax Preparation & Planning
1284 /Law & Government/Public Safety/Crime & Justice/Prisons & Corrections
1285 /Arts & Entertainment/Music & Audio/World Music/Latin American Music/Latin Pop
1286 /Arts & Entertainment/Music & Audio/World Music/Latin American Music/Salsa & Tropical Music
1287 /Arts & Entertainment/Music & Audio/World Music/Latin American Music/Brazilian Music
1288 /Reference/Humanities/History/Military History
1289 /Jobs & Education/Education/Academic Conferences & Publications
1290 /Games/Family-Oriented Games & Activities
1291 /Arts & Entertainment/Movies/Family Films
1292 /Home & Garden/Kitchen & Dining/Small Kitchen Appliances
1293 /Home & Garden/Kitchen & Dining/Major Kitchen Appliances
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1294 /Autos & Vehicles/Vehicle Codes & Driving Laws
1296 /People & Society/Religion & Belief/Places of Worship
1298 /Computers & Electronics/Networking/Distributed & Cloud Computing
1299 /Science/Computer Science/Machine Learning & Artificial Intelligence
1300 /Computers & Electronics/CAD & CAM
1301 /People & Society/Social Issues & Advocacy/Same-Sex Marriage
1302 /People & Society/Social Sciences/Communications & Media Studies
1303 /People & Society/Social Sciences/Communications & Media Studies/Public Speaking
1304 /People & Society/Family & Relationships/Etiquette
1305 /Hobbies & Leisure/Water Activities/Diving & Underwater Activities
1306 /Business & Industrial/Transportation & Logistics/Parking
1307 /Business & Industrial/Energy & Utilities/Waste Management/Recycling
1308 /Jobs & Education/Education/Study Abroad
1309 /Shopping/Consumer Resources/Customer Services/Loyalty Cards & Programs
1310 /Arts & Entertainment/Movies/Romance Films
1311 /Games/Computer & Video Games/Action & Platform Games
1312 /Law & Government/Public Safety/Crime & Justice/Gangs & Organized Crime
1313 /People & Society/Social Issues & Advocacy/Immigration Policy & Border Issues
1314 /People & Society/Social Issues & Advocacy/Drug Laws & Policy
1315 /Computers & Electronics/Software/Multimedia Software/Photo & Video Software/Video Software/Video File Formats & Codecs
1316 /Law & Government/Government/Public Policy
1317 /Autos & Vehicles/Motor Vehicles (By Type)/Microcars & Subcompacts
1318 /Computers & Electronics/Computer Hardware/Computer Drives & Storage/Flash Drives & Memory Cards
1319 /Computers & Electronics/Computer Hardware/Computer Drives & Storage/Memory Card Readers
1320 /Computers & Electronics/Computer Hardware/Computer Drives & Storage/Hard Drives
1321 /Computers & Electronics/Computer Hardware/Computer Drives & Storage/CD & DVD Drives & Burners
1322 /Computers & Electronics/Computer Hardware/Computer Drives & Storage/CD & DVD Storage Media
1323 /Computers & Electronics/Computer Hardware/Computer Drives & Storage/Data Backup & Recovery
1324 /Computers & Electronics/Consumer Electronics/Gadgets & Portable Electronics/E-Book Readers
1325 /Arts & Entertainment/Music & Audio/Music Equipment & Technology/Musical Instruments/Guitars
1326 /Arts & Entertainment/Music & Audio/Music Equipment & Technology/Musical Instruments/Planos & Keyboards
1327 /Arts & Entertainment/Music & Audio/Music Equipment & Technology/Musical Instruments/Drums & Percussion
1328 /Health/Health Conditions/Endocrine Conditions
1329 /Health/Health Conditions/Endocrine Conditions/Thyroid Conditions
1330 /Computers & Electronics/Computer Hardware/Computer Peripherals/Printers, Copiers & Fax Machines
1331 /Computers & Electronics/Computer Hardware/Computer Peripherals/Printers, Copiers & Fax Machines/Copiers
Note: This is a marked up copy of Google’s RTB “Publisher Verticals” list. The original document is available at https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals. Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

1332 /Computers & Electronics/Computer Hardware/Computer Peripherals/Printers, Copiers & Fax Machines/Fax Machines  
1333 /Computers & Electronics/Computer Hardware/Computer Peripherals/Printers, Copiers & Fax Machines/Ink & Toner  
1334 /Computers & Electronics/Consumer Electronics/TV & Video Equipment/Projectors & Screens  
1339 /Travel/Carpooling & Vehicle Sharing  
1340 /People & Society/Religion & Belief/Theology & Religious Study  
1341 /Computers & Electronics/Software/Business & Productivity Software/Accounting & Financial Software  
1342 /Games/Computer & Video Games/Video Game Emulation  
1343 /Games/Computer & Video Games/Gaming Reference & Reviews  
1344 /Computers & Electronics/Software/Business & Productivity Software/Spreadsheet Software  
1345 /Computers & Electronics/Software/Business & Productivity Software/Word Processing Software  
1346 /Computers & Electronics/Software/Business & Productivity Software/Presentation Software  
1347 /Business & Industrial/Transportation & Logistics/Logistics/Intermodal & Rail  
1348 /Home & Garden/Home Storage & Shelving  
1349 /Business & Industrial/Transportation & Logistics/Water Supply & Treatment  
1350 /Health/Substance Abuse/Drug & Alcohol Treatment  
1351 /Health/Substance Abuse/Drug & Alcohol Testing  
1352 /Health/Medical Devices & Equipment/Auxiliary Equipment & Accessories  
1353 /Health/Medical Devices & Equipment/Assistive Technology/Mobility Equipment & Accessories  
1354 /Computers & Electronics/Consumer Electronics/TV & Video Equipment/Television/HDTVs  
1355 /Computers & Electronics/Consumer Electronics/TV & Video Equipment/Television/Plasma TV  
1356 /Computers & Electronics/Consumer Electronics/TV & Video Equipment/Television/LCD TV  
1357 /Computers & Electronics/Consumer Electronics/TV & Video Equipment/Television/Projection TV  
1358 /Computers & Electronics/Software/Business & Productivity Software/Calendar & Scheduling Software  
1359 /Computers & Electronics/Software/Business & Productivity Software/Project Management Software  
1360 /Business & Industrial/Business Operations/Management/Project Management  
1361 /Hobbies & Leisure/Crafts/Art & Craft Supplies  
1362 /Home & Garden/Home Furnishings/Rugs & Carpets  
1363 /Home & Garden/Home Furnishings/Clocks  
1364 /Home & Garden/Laundry  
1365 /Home & Garden/Bed & Bath/Bathroom  
1366 /Home & Garden/Bed & Bath/Bedroom  
1367 /Home & Garden/Bed & Bath/Bedroom/Beds & Headboards  
1368 /Home & Garden/Bed & Bath/Bedroom/Mattresses  
1369 /Home & Garden/Bed & Bath/Bedroom/Bedding & Bed Linens  
1370 /Home & Garden/Home Furnishings/Living Room Furniture/Sofas & Armchairs  
1371 /Home & Garden/Home Appliances/Water Filters & Purifiers  
1372 /Home & Garden/Nursery & Playroom
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1373 /Home & Garden/Kitchen & Dining/Cookware & Diningware/Cookware/Cutlery & Cutting Accessories
1374 /People & Society/Family & Relationships/Family/Parenting/Babies & Toddlers
1375 /Business & Industrial/Printing & Publishing/Document & Printing Services/Business Cards & Stationery
1376 /Sports/Individual Sports/Racquet Sports/Tennis
1377 /Autos & Vehicles/Motor Vehicles (By Brand)/Nissan/Infiniti
1378 /Autos & Vehicles/Motor Vehicles (By Brand)/Isuzu
1379 /Internet & Telecom/Email & Messaging/Text & Instant Messaging
1380 /Autos & Vehicles/Motor Vehicles (By Type)/Hybrid & Alternative Vehicles/Electric & Plug-In Vehicles
1381 /Online Communities/Blogging Resources & Services/Microblogging
1382 /Computers & Electronics/Software/Operating Systems/Mobile OS
1383 /Computers & Electronics/Consumer Electronics/Camera & Photo Equipment/Cameras & Camcorders/Camera Lenses
1384 /Computers & Electronics/Consumer Electronics/Camera & Photo Equipment/Binoculars, Telescopes & Optical Devices
1385 /Law & Government/Government/Government Contracting & Procurement
1386 /Law & Government/Government/Lobbying
1387 /Law & Government/Government/Government Agencies
1388 /Jobs & Education/Education/Training & Certification
1389 /Travel/Specialty Travel/Agritourism
1390 /Travel/Travel Agencies & Services/Sightseeing Tours
1391 /Travel/Specialty Travel/Vineyards & Wine Tourism
1392 /Travel/Travel Agencies & Services/Tourist Boards & Visitor Centers
1393 /Computers & Electronics/Consumer Electronics/TV & Video Equipment/DVRs & Set-Top Boxes
1394 /Computers & Electronics/Consumer Electronics/TV & Video Equipment/Video Players & Recorders/Blu-Ray Players & Recorders
1395 /Computers & Electronics/Consumer Electronics/TV & Video Equipment/Video Players & Recorders/DVD Players & Recorders
1396 /Computers & Electronics/Consumer Electronics/Audio Equipment/Headphones
1397 /Games/Family-Oriented Games & Activities/Drawing & Coloring
1398 /Autos & Vehicles/Bicycles & Accessories/Bike Accessories
1399 /Autos & Vehicles/Bicycles & Accessories/Bike Frames
1400 /Autos & Vehicles/Bicycles & Accessories/Bike Helmets & Protective Gear
1401 /Autos & Vehicles/Bicycles & Accessories/Bike Parts & Repair
1402 /Autos & Vehicles/Bicycles & Accessories/BMX Bikes
1403 /Autos & Vehicles/Bicycles & Accessories/Cruiser Bicycles
1404 /Autos & Vehicles/Bicycles & Accessories/Kids' Bikes
1405 /Autos & Vehicles/Bicycles & Accessories/Mountain Bikes
1406 /Autos & Vehicles/Bicycles & Accessories/Road Bikes
1407 /Shopping/Apparel/Athletic Apparel/Cycling Apparel
1408 /Arts & Entertainment/Music & Audio/Music Videos
1409 /Arts & Entertainment/TV & Video/Online Video/Web Series
1410 /Arts & Entertainment/TV & Video/TV Shows & Programs/TV Talent & Variety Shows
1411 /Arts & Entertainment/TV & Video/TV Shows & Programs/TV Documentary & Nonfiction
1412 /Arts & Entertainment/Visual Art & Design/Sculpture
1413 /Autos & Vehicles/Motor Vehicles (By Brand)/Fiat/Alfa Romeo
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1414 /Autos & Vehicles/Motor Vehicles (By Brand)/SEAT
1415 /Autos & Vehicles/Vehicle Codes & Driving Laws/Vehicle Licensing & Registration/Driving Instruction & Driver Education
1416 /Autos & Vehicles/Vehicle Codes & Driving Laws/Vehicle & Traffic Safety
1417 /Beauty & Fitness/Fitness/Fitness Equipment & Accessories
1418 /Beauty & Fitness/Fitness/Fitness Instruction & Personal Training
1419 /Beauty & Fitness/Fitness/Gyms & Health Clubs
1420 /Business & Industrial/Advertising & Marketing/Promotional Products & Corporate Gifts
1421 /Home & Garden/Home Improvement/Locks & Locksmiths
1423 /Business & Industrial/Energy & Utilities/Renewable & Alternative Energy/Wind Power
1424 /Business & Industrial/Energy & Utilities/Renewable & Alternative Energy/Hydropower
1425 /Business & Industrial/Metals & Mining/Precious Metals
1426 /Business & Industrial/Transportation & Logistics/Warehousing
1427 /Finance/Accounting & Auditing/Billing & Invoicing
1428 /Finance/Accounting & Auditing/Bookkeeping
1429 /Finance/Banking/ATMs & Branch Locations
1430 /Finance/Banking/Debit & Checking Services
1431 /Finance/Banking/Savings Accounts
1432 /Finance/Banking/Money Transfer & Wire Services
1433 /Finance/Credit & Lending/Credit Reporting & Monitoring
1434 /Finance/Credit & Lending/Debt Collection & Repossession
1435 /Finance/Credit & Lending/Loans
1436 /Finance/Credit & Lending/Loans/Personal Loans
1437 /Finance/Credit & Lending/Loans/Personal Loans/Short-Term Loans & Cash Advances
1438 /Finance/Financial Planning & Management/Inheritance & Estate Planning
1439 /Finance/Financial Planning & Management/Asset & Portfolio Management
1440 /Finance/Grants, Scholarships & Financial Aid/Government Grants
1441 /Finance/Grants, Scholarships & Financial Aid/Study Grants & Scholarships
1442 /Finance/Insurance/Life Insurance
1443 /Finance/Insurance/Travel Insurance
1444 /Finance/Insurance/Vehicle Insurance
1445 /Finance/Credit & Lending/Loans/Home Financing/Home Equity Loans & Lines of Credit
1446 /Finance/Credit & Lending/Loans/Home Financing/Home Refinancing
1447 /Finance/Credit & Lending/Loans/Home Financing/Mortgages
1448 /Finance/Credit & Lending/Loans/Vehicle Financing
1449 /Finance/Investing/Brokerages & Day Trading
1450 /Finance/Investing/Derivatives
1451 /Finance/Investing/Funds
1452 /Finance/Investing/Funds/Exchange Traded Funds
1453 /Finance/Investing/Funds/Hedge Funds
1454 /Finance/Investing/Funds/Mutual Funds
1455 /Finance/Investing/Real Estate Investment Trusts
1456 /Finance/Investing/Socially Responsible Investing
Note: This is a marked up copy of Google’s RTB “Publisher Verticals” list. The original document is available at https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals. Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

1457 /Finance/Investing/Stocks & Bonds
1458 /Finance/Investing/Stocks & Bonds/Bonds
1459 /Finance/Investing/Stocks & Bonds/Exchanges
1460 /Real Estate/Real Estate Listings/Bank-Owned & Foreclosed Properties
1461 /Internet & Telecom/Mobile & Wireless/Mobile Apps & Add-Ons/Android Apps
1462 /Internet & Telecom/Mobile & Wireless/Mobile Apps & Add-Ons/iOS Apps
1463 /Internet & Telecom/Service Providers/Internet Cafes
1464 /Internet & Telecom/Web Services/Cloud Storage
1465 /Jobs & Education/Education/Colleges & Universities/Fraternities, Sororities & Student Societies
1466 /Jobs & Education/Education/Teaching & Classroom Resources/Lesson Plans
1467 /Jobs & Education/Education/Teaching & Classroom Resources/School Supplies & Classroom Equipment
1468 /Hobbies & Leisure/Clubs & Organizations/Fraternities, Sororities & Service Clubs
1469 /Hobbies & Leisure/Clubs & Organizations/Youth Organizations & Resources
1470 /Hobbies & Leisure/Crafts/Ceramics & Pottery
1471 /Jobs & Education/Internships
1472 /Jobs & Education/Jobs/Job Listings/Accounting & Finance Jobs
1473 /Jobs & Education/Jobs/Job Listings/Clerical & Administrative Jobs
1474 /Jobs & Education/Jobs/Job Listings/Education Jobs
1475 /Jobs & Education/Jobs/Job Listings/Executive & Management Jobs
1476 /Jobs & Education/Jobs/Job Listings/Government & Public Sector Jobs
1477 /Jobs & Education/Jobs/Job Listings/Health & Medical Jobs
1478 /Jobs & Education/Jobs/Job Listings/Legal Jobs
1479 /Jobs & Education/Jobs/Job Listings/Retail Jobs
1480 /Jobs & Education/Jobs/Job Listings/Temporary & Seasonal Jobs
1481 /Jobs & Education/Jobs/Job Listings/Sales & Marketing Jobs
1482 /Online Communities/Feed Aggregation & Social Bookmarking
1483 /People & Society/Social Issues & Advocacy/Ethics
1484 /People & Society/Social Sciences/Anthropology
1485 /People & Society/Social Sciences/Archaeology
1486 /Shopping/Apparel/Clothing Accessories/Gems & Jewelry/Rings
1487 /Shopping/Apparel/Eyewear/Sunglasses
1488 /Shopping/Apparel/Footwear/Athletic Shoes
1489 /Shopping/Apparel/Footwear/Boots
1490 /Shopping/Apparel/Footwear/Casual Shoes
1491 /Games/Computer & Video Games/Video Game Development
1492 /Games/Dice Games
1493 /Games/Educational Games
1494 /Games/Word Games
1495 /Games/Computer & Video Games/Simulation Games/Vehicle Simulators
1496 /Games/Computer & Video Games/Simulation Games/City Building Games
1497 /Games/Computer & Video Games/Simulation Games/Business & Tycoon Games
1498 /Games/Computer & Video Games/Simulation Games/Life Simulation Games
1499 /Games/Computer & Video Games/Sports Games/Sports Management Games
1500 /Computers & Electronics/Software/Internet Software/Download Managers
1501 /Food & Drink/Cooking & Recipes/Healthy Eating
1502 /Health/Vision Care/Eye Exams & Optometry
Note: This is a marked up copy of Google’s RTB “Publisher Verticals” list. The original document is available at https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals. Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

1503 /Health/Vision Care/Laser Vision Correction
1504 /Shopping/Consumer Resources/Identity Theft Protection
1505 /Shopping/Discount & Outlet Stores
1506 /Shopping/Gifts & Special Event Items/Custom & Personalized Items
1507 /Shopping/Green & Eco-Friendly Shopping
1508 /Sports/Team Sports/Australian Football
1509 /Food & Drink/Beverages/Bottled Water
1510 /Food & Drink/Beverages/Juice
1511 /Food & Drink/Beverages/Soft Drinks
1512 /Food & Drink/Food
1513 /Food & Drink/Food/Breakfast Foods
1514 /Food & Drink/Food/Dairy & Eggs
1515 /Food & Drink/Food/Grains & Pasta
1516 /Food & Drink/Food/Herbs & Spices
1517 /Food & Drink/Food/Organic & Natural Foods
1518 /Food & Drink/Food/Snack Foods
1519 /Reference/Libraries & Museums/Museums
1520 /Reference/Libraries & Museums/Libraries
1521 /Arts & Entertainment/Visual Art & Design/Art Museums & Galleries
1522 /Internet & Telecom/Email & Messaging/Electronic Spam
1523 /Food & Drink/Food & Grocery Delivery
1524 /Food & Drink/Restaurants/Catering
1525 /Food & Drink/Cooking & Recipes/BBQ & Grilling
1526 /Food & Drink/Cooking & Recipes/Desserts
1527 /Food & Drink/Beverages/Coffee & Tea/Coffee
1528 /Food & Drink/Beverages/Coffee & Tea/Tea
1529 /Food & Drink/Cooking & Recipes/Salads
1530 /Arts & Entertainment/Events & Listings/Food & Beverage Events
1531 /Arts & Entertainment/Events & Listings/Expos & Conventions
1532 /Food & Drink/Cooking & Recipes/Cuisines/Middle Eastern Cuisine
1533 /Computers & Electronics/Software/Operating Systems/Mobile OS/Apple iOS
1534 /Computers & Electronics/Software/Operating Systems/Mobile OS/Android OS
1535 /Computers & Electronics/Software/Operating Systems/Mobile OS/BlackBerry OS
1536 /Computers & Electronics/Software/Operating Systems/Mobile OS/Symbian OS
1537 /Computers & Electronics/Software/Operating Systems/Mobile OS/Windows Mobile OS
1538 /Food & Drink/Food/Condiments & Dressings
1539 /Food & Drink/Food/Cooking Fats & Oils
1540 /Food & Drink/Food/Dairy & Eggs/Cheddar
1541 /Food & Drink/Food/Gourmet & Specialty Foods
1542 /Food & Drink/Food/Jams, Jellies & Preserves
1543 /Food & Drink/Food/Meat & Seafood/Beef
1544 /Food & Drink/Food/Meat & Seafood/Fish & Seafood
1545 /Food & Drink/Food/Meat & Seafood/Pork
1546 /Food & Drink/Food/Meat & Seafood/Poultry
1547 /Business & Industrial/Advertising & Marketing/Sales
1548 /Business & Industrial/Advertising & Marketing/Brand Management
1549 /Games/Tile Games
1550 /Food & Drink/Restaurants/Pizzerias
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<table>
<thead>
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<th>Category</th>
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<td>Food &amp; Drink</td>
<td>Cooking &amp; Recipes/Cuisines/East Asian Cuisine/Japanese Cuisine</td>
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<td>Food &amp; Drink</td>
<td>Cooking &amp; Recipes/Cuisines/South Asian Cuisine/Indian Cuisine</td>
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<td>Food &amp; Drink</td>
<td>Cooking &amp; Recipes/Cuisines/East Asian Cuisine/Korean Cuisine</td>
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<tr>
<td>Food &amp; Drink</td>
<td>Cooking &amp; Recipes/Cuisines/Southeast Asian Cuisine/Thai Cuisine</td>
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<td>Cooking &amp; Recipes/Cuisines/Mediterranean Cuisine/Spanish Cuisine</td>
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<td>Food &amp; Drink</td>
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<td>Food &amp; Drink</td>
<td>Restaurants/Fine Dining</td>
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<tr>
<td>Food &amp; Drink</td>
<td>Restaurants/Fast Food/Burgers</td>
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<td>Food &amp; Drink</td>
<td>Cooking &amp; Recipes/Cuisines/Eastern European Cuisine</td>
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<td>Cooking &amp; Recipes/Cuisines/German Cuisine</td>
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<td>Food &amp; Drink</td>
<td>Cooking &amp; Recipes/Cuisines/Latin American Cuisine/South American Cuisine</td>
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<td>Food &amp; Drink</td>
<td>Cooking &amp; Recipes/Cuisines/Latin American Cuisine/Caribbean Cuisine</td>
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<td>Food &amp; Drink</td>
<td>Cooking &amp; Recipes/Cuisines/South Asian Cuisine</td>
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<tr>
<td>Food &amp; Drink</td>
<td>Cooking &amp; Recipes/Cuisines/Southeast Asian Cuisine/Vietnamese Cuisine</td>
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<td>Health</td>
<td>Nutrition/Special &amp; Restricted Diets/Low Carbohydrate Diets</td>
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<tr>
<td>Health</td>
<td>Nutrition/Special &amp; Restricted Diets/Low Fat &amp; Low Cholesterol Diets</td>
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<tr>
<td>Health</td>
<td>Nutrition/Special &amp; Restricted Diets/Kosher Foods</td>
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<td>Food &amp; Grocery Retailers/Bakeries</td>
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<td>Food &amp; Drink</td>
<td>Food &amp; Grocery Retailers/Butchers</td>
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<td>Food &amp; Drink</td>
<td>Food &amp; Grocery Retailers/Convenience Stores</td>
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<td>Food &amp; Drink</td>
<td>Food &amp; Grocery Retailers/Delicatessens</td>
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<td>Food &amp; Drink</td>
<td>Food &amp; Grocery Retailers/Farmers' Markets</td>
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<tr>
<td>Business &amp; Industrial</td>
<td>Agriculture &amp; Forestry/Farms &amp; Ranches</td>
</tr>
<tr>
<td>Jobs &amp; Education</td>
<td>Education/Early Childhood Education/Preschool</td>
</tr>
<tr>
<td>Shopping</td>
<td>Toys/Action Figures</td>
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<tr>
<td>Shopping</td>
<td>Toys/Building Toys</td>
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<tr>
<td>Shopping</td>
<td>Toys/Dolls &amp; Accessories</td>
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<tr>
<td>Shopping</td>
<td>Toys/Stuffed Toys</td>
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<tr>
<td>People &amp; Society</td>
<td>Family &amp; Relationships/Family/Parenting/Babys &amp; Toddlers/Baby Feeding</td>
</tr>
<tr>
<td>People &amp; Society</td>
<td>Family &amp; Relationships/Family/Parenting/Babys &amp; Toddlers/Baby &amp; Toddler Toys</td>
</tr>
<tr>
<td>Shopping</td>
<td>Toys/Ride-On Toys &amp; Wagons</td>
</tr>
<tr>
<td>Shopping</td>
<td>Toys/Die-cast &amp; Toy Vehicles</td>
</tr>
<tr>
<td>Shopping</td>
<td>Toys/Outdoor Toys &amp; Play Equipment</td>
</tr>
<tr>
<td>Shopping</td>
<td>Toys/Puppets</td>
</tr>
</tbody>
</table>
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1590 /Hobbies & Leisure/Radio Control & Modeling/Model Trains & Railroads
1591 /Arts & Entertainment/Performing Arts/Circus
1592 /Arts & Entertainment/Performing Arts/Magic
1593 /Sports/Water Sports/Surfing
1594 /Sports/Water Sports/Swimming
1595 /Sports/Motor Sports/Auto Racing
1596 /Sports/Motor Sports/Motorcycle Racing
1597 /Shopping/Apparel/Formal Wear/Bridal Wear
1598 /Shopping/Apparel/Suits & Business Attire
1599 /Sports/Sport Scores & Statistics
1600 /Home & Garden/Kitchen & Dining/Major Kitchen Appliances/Dishwashers
1601 /Home & Garden/Kitchen & Dining/Major Kitchen Appliances/Microwaves
1602 /Home & Garden/Kitchen & Dining/Major Kitchen Appliances/Ranges, Cooktops & Ovens
1603 /Home & Garden/Kitchen & Dining/Major Kitchen Appliances/Refrigerators & Freezers
1604 /Home & Garden/Kitchen & Dining/Major Kitchen Appliances/Kitchen Hoods & Vents
1605 /Home & Garden/Kitchen & Dining/Small Kitchen Appliances/Blenders & Juicers
1606 /Home & Garden/Kitchen & Dining/Small Kitchen Appliances/Bread Makers
1607 /Home & Garden/Kitchen & Dining/Small Kitchen Appliances/Coffee & Espresso Makers
1608 /Home & Garden/Kitchen & Dining/Small Kitchen Appliances/Food Processors
1609 /Home & Garden/Kitchen & Dining/Small Kitchen Appliances/Toasters & Toaster Ovens
1610 /Sports/Sporting Goods/American Football Equipment
1611 /Sports/Sporting Goods/Baseball Equipment
1612 /Sports/Sporting Goods/Basketball Equipment
1613 /Sports/Sporting Goods/Soccer Equipment
1614 /Sports/Sporting Goods/Bowling Equipment
1615 /Sports/Sporting Goods/Cricket Equipment
1616 /Sports/Sporting Goods/Equestrian Equipment & Tack
1617 /Sports/Sporting Goods/Golf Equipment
1618 /Sports/Sporting Goods/Gymnastics Equipment
1619 /Sports/Sporting Goods/Hockey Equipment
1620 /Sports/Sporting Goods/Ice Skating Equipment
1621 /Sports/Sporting Goods/Roller Skating & Rollerblading Equipment
1622 /Sports/Sporting Goods/Skateboarding Equipment
1623 /Sports/Sporting Goods/Squash & Racquetball Equipment
1624 /Sports/Sporting Goods/Water Sports Equipment
1625 /Sports/Sporting Goods/Table Tennis Equipment
1626 /Sports/Sporting Goods/Tennis Equipment
1627 /Sports/Sporting Goods/Water Sports Equipment
1628 /Sports/Sporting Goods/Volleyball Equipment
1629 /Sports/Sporting Goods/Winter Sports Equipment
1630 /Shopping/Apparel/Women's Clothing/Skirts
1631 /Shopping/Apparel/Women's Clothing/Dresses
1632 /Shopping/Apparel/Women's Clothing/Gear & Accessories
1633 /Sports/Sporting Goods/Combat Sports Equipment/Boxing Gloves & Gear
1634 /Sports/Sporting Goods/Combat Sports Equipment/Martial Arts Equipment
1635 /Sports/Sporting Goods/Winter Sports Equipment/Skiing Equipment
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1636 /Sports/Sporting Goods/Winter Sports Equipment/Snowboarding Gear
1641 /People & Society/Social Sciences/Political Science
1666 /Sports/Animal Sports
1674 /Sports/Combat Sports/Martial Arts/Mixed Martial Arts
1681 /Sports/Combat Sports/Wrestling/Professional Wrestling
1684 /Autos & Vehicles/Motor Vehicles (By Type)
1685 /Autos & Vehicles/Vehicle Parts & Services
1686 /Autos & Vehicles/Vehicle Shopping/Used Vehicles
1687 /Autos & Vehicles/Vehicle Shopping/Vehicle Dealers & Retailers
1700 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Repair & Maintenance/Brake Service & Repair
1701 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Repair & Maintenance/Collision & Auto Body Repair
1702 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Repair & Maintenance/Auto Glass Repair & Replacement
1707 /Real Estate/Real Estate Listings/Lots & Land
1708 /Real Estate/Real Estate Listings/Residential Rentals/Furnished Rentals
1709 /Real Estate/Real Estate Listings/Residential Rentals/Roommates & Shares
1711 /Travel/Hotels & Accommodations/Vacation Rentals & Short-Term Stays
1712 /Real Estate/Real Estate Services
1713 /Real Estate/Real Estate Listings/Residential Sales/Condos & Townhomes
1715 /Real Estate/Real Estate Listings/Residential Sales/New Homes & Custom Homes
1716 /Real Estate/Real Estate Services/Real Estate Title & Escrow
1720 /Home & Garden/Home Furnishings/Living Room Furniture
1721 /Home & Garden/Home Furnishings/Kitchen & Dining Furniture
1722 /Home & Garden/Home Furnishings/Outdoor Furniture
1723 /Home & Garden/Home Furnishings/Curtains & Window Treatments
1724 /Home & Garden/HVAC & Climate Control/Fireplaces & Stoves
1725 /Home & Garden/Laundry/Washers & Dryers
1726 /Home & Garden/Home Appliances/Vacuums & Floor Care
1727 /Home & Garden/Yard & Patio/Barbecues & Grills
1728 /Home & Garden/Yard & Patio/Lawn Mowers
1732 /Home & Garden/Home Safety & Security
1735 /People & Society/Family & Relationships/Family/Parenting/Babies & Toddlers/Diapering & Potty Training
1738 /People & Society/Family & Relationships/Family/Parenting/Babies & Toddlers/Baby Strollers & Transport
1739 /Computers & Electronics/Software/Multimedia Software/Photo & Video Software/Photo Software
1740 /Computers & Electronics/Software/Multimedia Software/Photo & Video Software/Video Software
1741 /People & Society/Family & Relationships/Family/Parenting/Babies & Toddlers/Child Car Seats
1747 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Repair & Maintenance/Transmission Repair & Maintenance
1748 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Repair & Maintenance/Oil Changes
1750 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Parts & Accessories/Auto Brakes
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1751 /Autos & Vehicles/Vehicle Parts & Services/Vehicle Parts & Accessories/Auto Batteries
1757 /Shopping/Photo & Video Services/Event & Studio Photography
1758 /Shopping/Photo & Video Services/Photo Printing Services
1763 /Beauty & Fitness/Fitness/Fitness Equipment & Accessories/Fitness Technology Products
1779 /Arts & Entertainment/Humor/Funny Pictures & Videos
1780 /Arts & Entertainment/TV & Video/Online Video/Live Video Streaming
1783 /Autos & Vehicles/Motor Vehicles (By Brand)/Ram Trucks
1784 /Autos & Vehicles/Motor Vehicles (By Brand)/Tesla Motors
1785 /Computers & Electronics/Computer Hardware/Computer Peripherals/Printers, Copiers & Fax Machines/3D Printers & Scanners
1786 /Computers & Electronics/Consumer Electronics/Camera & Photo Equipment/Cameras & Camcorders/Camcorders/Body Mounted & Action Cameras
1787 /Computers & Electronics/Consumer Electronics/Drones & RC Aircraft
1788 /Computers & Electronics/Consumer Electronics/Gadgets & Portable Electronics/Wearable Technology
1789 /Computers & Electronics/Consumer Electronics/Home Automation
1790 /Computers & Electronics/Consumer Electronics/Media Streaming Devices
1791 /Computers & Electronics/Consumer Electronics/Virtual Reality Devices
1795 /Finance/Investing/Currencies & Foreign Exchange/Digital Currencies
1799 /Games/Computer & Video Games/Sandbox Games
1800 /Home & Garden/HVAC & Climate Control/Air Filters & Purifiers
1801 /Jobs & Education/Education/Private Tutoring Services
1802 /Computers & Electronics/Consumer Electronics/Gadgets & Portable Electronics/Wearable Technology/Smart Watches
1804 /Sports/Sports Fan Gear & Apparel
1820 /Finance/Credit & Lending/Loans/Vehicle Financing/Auto Financing/Auto Leasing
1826 /Food & Drink/Cooking & Recipes/Desserts/Ice Cream & Frozen Desserts
5000 /World Localities
5001 /World Localities/Africa
5002 /World Localities/Africa/Eastern Africa
5003 /World Localities/Africa/Eastern Africa/Ethiopia
5004 /World Localities/Africa/Eastern Africa/Kenya
5005 /World Localities/Africa/Eastern Africa/Kenya/Nairobi
5006 /World Localities/Africa/Eastern Africa/Tanzania
5007 /World Localities/Africa/Eastern Africa/Uganda
5008 /World Localities/Africa/Eastern Africa/Zimbabwe
5009 /World Localities/Africa/Eastern Africa/Zimbabwe/Harare
5010 /World Localities/Africa/Middle Africa
5011 /World Localities/Africa/Middle Africa/Congo (DR)
5012 /World Localities/Africa/Middle Africa/Congo (DR)/Kinshasa
5013 /World Localities/Africa/Northern Africa
5014 /World Localities/Africa/Northern Africa/Algeria
5015 /World Localities/Africa/Northern Africa/Egypt
5016 /World Localities/Africa/Northern Africa/Egypt/Cairo
5017 /World Localities/Africa/Northern Africa/Morocco
5018 /World Localities/Africa/Northern Africa/Sudan
5019 /World Localities/Africa/Northern Africa/Tunisia
5020 /World Localities/Africa/Southern Africa
5021 /World Localities/Africa/Southern Africa/South Africa
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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>5022</td>
<td>World Localities/Africa/Southern Africa/South Africa/Cape Town</td>
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<td>World Localities/Asia/East Asia/China/South Central China/Hubei/Wuhan</td>
</tr>
<tr>
<td>5046</td>
<td>World Localities/Asia/East Asia/China/Northwest China/Shaanxi/Xi'an</td>
</tr>
<tr>
<td>5047</td>
<td>World Localities/Asia/East Asia/Hong Kong</td>
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<tr>
<td>5048</td>
<td>World Localities/Asia/East Asia/Japan</td>
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<tr>
<td>5049</td>
<td>World Localities/Asia/East Asia/Japan/Chubu/Aichi/Nagoya</td>
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<tr>
<td>5050</td>
<td>World Localities/Asia/East Asia/Japan/Kansai/Osaka</td>
</tr>
<tr>
<td>5051</td>
<td>World Localities/Asia/East Asia/Japan/Hokkaido/Sapporo</td>
</tr>
<tr>
<td>5052</td>
<td>World Localities/Asia/East Asia/Japan/Kanto/Tokyo</td>
</tr>
<tr>
<td>5053</td>
<td>World Localities/Asia/East Asia/North Korea</td>
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<tr>
<td>5054</td>
<td>World Localities/Asia/East Asia/South Korea</td>
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<tr>
<td>5055</td>
<td>World Localities/Asia/East Asia/South Korea/North Gyeongsang/Daegu</td>
</tr>
<tr>
<td>5057</td>
<td>World Localities/Asia/East Asia/South Korea/Seoul</td>
</tr>
<tr>
<td>5058</td>
<td>World Localities/Asia/East Asia/Taiwan</td>
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<tr>
<td>5059</td>
<td>World Localities/Asia/East Asia/Taiwan/Taipei</td>
</tr>
<tr>
<td>5060</td>
<td>World Localities/Asia/Southeast Asia</td>
</tr>
<tr>
<td>5061</td>
<td>World Localities/Asia/Southeast Asia/Indonesia/Java (Indonesia)/Jakarta</td>
</tr>
<tr>
<td>5063</td>
<td>World Localities/Asia/Southeast Asia/Malaysia</td>
</tr>
<tr>
<td>5064</td>
<td>World Localities/Asia/Southeast Asia/Malaysia/Kuala Lumpur</td>
</tr>
<tr>
<td>5065</td>
<td>World Localities/Asia/Southeast Asia/Myanmar</td>
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<tr>
<td>5066</td>
<td>World Localities/Asia/Southeast Asia/Philippines</td>
</tr>
<tr>
<td>5067</td>
<td>World Localities/Asia/Southeast Asia/Philippines/Manila</td>
</tr>
<tr>
<td>5068</td>
<td>World Localities/Asia/Southeast Asia/Singapore</td>
</tr>
</tbody>
</table>
Note: This is a marked up copy of Google’s RTB “Publisher Verticals” list. The original document is available at https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals. Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

5069 /World Localities/Asia/Southeast Asia/Thailand
5070 /World Localities/Asia/Southeast Asia/Thailand/Bangkok
5071 /World Localities/Asia/Southeast Asia/Viet Nam
5072 /World Localities/Asia/Southeast Asia/Viet Nam/Hanoi
5073 /World Localities/Asia/Southeast Asia/Viet Nam/Ho Chi Minh City
5074 /World Localities/Asia/South Asia
5075 /World Localities/Asia/South Asia/Afghanistan
5076 /World Localities/Asia/South Asia/Bangladesh
5077 /World Localities/Asia/South Asia/India
5078 /World Localities/Asia/South Asia/India/South India/Karnataka/Bangalore
5079 /World Localities/Asia/South Asia/India/South India/Tamil Nadu/Chennai
5080 /World Localities/Asia/South Asia/India/North India/Delhi
5081 /World Localities/Asia/South Asia/India/South India/Telangana/Hyderabad
5082 /World Localities/Asia/South Asia/India/East India/West Bengal/Kolkata
5083 /World Localities/Asia/South Asia/India/West India/Maharashtra/Mumbai
5084 /World Localities/Asia/West Asia/Iran
5085 /World Localities/Asia/West Asia/Nepal
5086 /World Localities/Asia/West Asia/Pakistan
5087 /World Localities/Asia/West Asia/Pakistan/Karachi
5088 /World Localities/Asia/West Asia/Pakistan/Lahore
5089 /World Localities/Asia/West Asia/Sri Lanka
5090 /World Localities/Asia/West Asia
5091 /World Localities/Europe/Mediterranean Europe/Cyprus
5092 /World Localities/Europe/West Asia/Iraq
5093 /World Localities/Europe/West Asia/Israel
5094 /World Localities/Europe/West Asia/Israel/Jerusalem
5095 /World Localities/Europe/West Asia/Israel/Tel Aviv
5096 /World Localities/Europe/West Asia/Jordan
5097 /World Localities/Europe/West Asia/Lebanon
5098 /World Localities/Europe/West Asia/Saudi Arabia
5099 /World Localities/Europe/West Asia/Syria
5100 /World Localities/Europe/West Asia/Turkey
5101 /World Localities/Europe/West Asia/Turkey/Central Anatolia/Ankara
5102 /World Localities/Europe/West Asia/Turkey/Marmara Region/Istanbul
5103 /World Localities/Europe/West Asia/United Arab Emirates
5104 /World Localities/Europe
5105 /World Localities/Europe/Central & Eastern Europe/Eastern Europe
5106 /World Localities/Europe/Central & Eastern Europe/Eastern Europe/Belarus
5107 /World Localities/Europe/Southeastern Europe/Bulgaria
5108 /World Localities/Europe/Central & Eastern Europe/Czech Republic
5109 /World Localities/Europe/Central & Eastern Europe/Czech Republic/Prague
5110 /World Localities/Europe/Central & Eastern Europe/Hungary
5111 /World Localities/Europe/Central & Eastern Europe/Hungary/Budapest
5112 /World Localities/Europe/Central & Eastern Europe/Poland
5113 /World Localities/Europe/Central & Eastern Europe/Poland/Katowice (Upper Silesian)
5114 /World Localities/Europe/Central & Eastern Europe/Poland/Krakow
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5115 /World Localities/Europe/Central & Eastern Europe/Poland/Warsaw
5116 /World Localities/Europe/Central & Eastern Europe/Poland/Wroclaw
5117 /World Localities/Europe/Central & Eastern Europe/Poland/Zagreb
5118 /World Localities/Europe/Southeastern Europe/Romania
5119 /World Localities/Europe/Southeastern Europe/Romania/Bucharest
5120 /World Localities/Asia/Russia & CIS/Russian Federation
5121 /World Localities/Asia/Russia & CIS/Russian Federation/Russian Central District/Moscow
5122 /World Localities/Asia/Russia & CIS/Russian Federation/Northwestern Russia/Saint Petersburg
5123 /World Localities/Europe/Central & Eastern Europe/Slovakia
5124 /World Localities/Europe/Central & Eastern Europe/Eastern Europe/Ukraine
5125 /World Localities/Europe/Nordic Countries
5126 /World Localities/Europe/Nordic Countries/Denmark
5127 /World Localities/Europe/Nordic Countries/Denmark/Copenhagen
5128 /World Localities/Europe/Central & Eastern Europe/Baltics/Estonia
5129 /World Localities/Europe/Nordic Countries/Finnland
5130 /World Localities/Europe/Nordic Countries/Finnland/Helsinki
5131 /World Localities/Europe/Nordic Countries/Iceland
5132 /World Localities/Europe/Western Europe/Ireland
5133 /World Localities/Europe/Western Europe/Ireland/Dublin
5134 /World Localities/Europe/Central & Eastern Europe/Baltics/Latvia
5135 /World Localities/Europe/Central & Eastern Europe/Baltics/Lithuania
5136 /World Localities/Europe/Nordic Countries/Norway
5137 /World Localities/Europe/Nordic Countries/Norway/Oslo
5138 /World Localities/Europe/Nordic Countries/Sweden
5139 /World Localities/Europe/Nordic Countries/Sweden/Stockholm
5140 /World Localities/Europe/Western Europe/United Kingdom
5141 /World Localities/Europe/Western Europe/United Kingdom/England/West Midlands/Birmingham (UK)
5142 /World Localities/Europe/Western Europe/United Kingdom/England/South West England/Bristol
5143 /World Localities/Europe/Western Europe/United Kingdom/Scotland/Edinburgh
5144 /World Localities/Europe/Western Europe/United Kingdom/Scotland/Glasgow
5145 /World Localities/Europe/Western Europe/United Kingdom/England/Yorkshire/Leeds-Bradford
5146 /World Localities/Europe/Western Europe/United Kingdom/England/North West England/Liverpool
5147 /World Localities/Europe/Western Europe/United Kingdom/England/London (UK)
5148 /World Localities/Europe/Western Europe/United Kingdom/England/North West England/Manchester
5149 /World Localities/Europe/Western Europe/United Kingdom/England/Yorkshire/Sheffield
5150 /World Localities/Europe/Mediterranean Europe
5151 /World Localities/Europe/Southeastern Europe/Bosnia and Herzegovina
5152 /World Localities/Europe/Southeastern Europe/Croatia
5153 /World Localities/Europe/Southeastern Europe/Greece
5154 /World Localities/Europe/Southeastern Europe/Greece/Athens
5155 /World Localities/Europe/Mediterranean Europe/Italy
5156 /World Localities/Europe/Mediterranean Europe/Italy/Puglia/Bari
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5157 /World Localities/Europe/Mediterranean Europe/Italy/Tuscany/Florence
5158 /World Localities/Europe/Mediterranean Europe/Italy/Liguria/Genoa
5159 /World Localities/Europe/Mediterranean Europe/Italy/Lombardy/Milan
5160 /World Localities/Europe/Mediterranean Europe/Italy/Campania/Naples
5161 /World Localities/Europe/Mediterranean Europe/Italy/Sicily/Palermo
5162 /World Localities/Europe/Mediterranean Europe/Italy/Lazio/Rome
5163 /World Localities/Europe/Mediterranean Europe/Italy/Sicily
5164 /World Localities/Europe/Mediterranean Europe/Italy/Piedmont/Turin
5165 /World Localities/Europe/Mediterranean Europe/Italy/Veneto/Venice
5166 /World Localities/Europe/Mediterranean Europe/Malta
5167 /World Localities/Europe/Mediterranean Europe/Portugal
5168 /World Localities/Europe/Mediterranean Europe/Portugal/Lisbon
5169 /World Localities/Europe/Southeastern Europe/Serbia
5170 /World Localities/Europe/Central & Eastern Europe/Slovenia
5171 /World Localities/Europe/Mediterranean Europe/Spain
5172 /World Localities/Europe/Mediterranean Europe/Spain/Catalonia/Barcelona
5173 /World Localities/Europe/Mediterranean Europe/Spain/Madrid
5174 /World Localities/Europe/Mediterranean Europe/Spain/Andalucia/Malaga
5175 /World Localities/Europe/Mediterranean Europe/Spain/Andalucia/Seville
5176 /World Localities/Europe/Mediterranean Europe/Spain/Valencian Community/Valencia
5177 /World Localities/Europe/Western Europe
5178 /World Localities/Europe/Western Europe/Central & Eastern Europe/Austria
5179 /World Localities/Europe/Western Europe/Central & Eastern Europe/Austria/Vienna
5180 /World Localities/Europe/Western Europe/Benelux/Belgium
5181 /World Localities/Europe/Western Europe/Benelux/Belgium/Brussels
5182 /World Localities/Europe/Western Europe/France
5183 /World Localities/Europe/Western Europe/France/South East France/Auvergne-Rhone-Alpes/Rhone-Alpes/Lyon
5184 /World Localities/Europe/Western Europe/France/South East France/Provence-Alpes-Cote d'Azur/Marseille
5185 /World Localities/Europe/Western Europe/France/South East France/Provence-Alpes-Cote d'Azur/Nice
5186 /World Localities/Europe/Western Europe/France/Noure-de-France/Paris
5187 /World Localities/Europe/Western Europe/France/South West France/Ocitanie/Midi-Pyrenees/Toulouse
5188 /World Localities/Europe/Central & Eastern Europe/Germany
5189 /World Localities/Europe/Central & Eastern Europe/Germany/Berlin
5190 /World Localities/Europe/Central & Eastern Europe/Germany/North Rhine-Westphalia/Cologne
5191 /World Localities/Europe/Central & Eastern Europe/Germany/North Rhine-Westphalia/Dusseldorf
5192 /World Localities/Europe/Central & Eastern Europe/Germany/North Rhine-Westphalia/Essen (Ruhr Area)
5193 /World Localities/Europe/Central & Eastern Europe/Germany/Hesse/Frankfurt
5194 /World Localities/Europe/Central & Eastern Europe/Germany/Hamburg
5195 /World Localities/Europe/Central & Eastern Europe/Germany/Bavaria/Munich
5196 /World Localities/Europe/Western Europe/Benelux/Luxembourg
5197 /World Localities/Europe/Western Europe/Benelux/Netherlands
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5198 /World Localities/Europe/Western Europe/Benelux/Netherlands/North Holland/Amsterdam
5199 /World Localities/Europe/Western Europe/Benelux/Netherlands/South Holland/Rotterdam
5200 /World Localities/Europe/Central & Eastern Europe/Switzerland
5201 /World Localities/Europe/Central & Eastern Europe/Switzerland/Geneva
5202 /World Localities/Europe/Central & Eastern Europe/Switzerland/Zurich
5203 /World Localities/Latin America
5204 /World Localities/Latin America/Caribbean
5205 /World Localities/Latin America/Caribbean/Cuba
5206 /World Localities/Latin America/Caribbean/Dominican Republic
5207 /World Localities/Latin America/Caribbean/Puerto Rico
5208 /World Localities/Latin America/Central America
5209 /World Localities/Latin America/Central America/Costa Rica
5210 /World Localities/Latin America/Central America/Mexico
5211 /World Localities/Latin America/Central America/Mexico/Pacific Coast (Mexico)/Jalisco/Guadalajara
5212 /World Localities/Latin America/Central America/Mexico/Central Mexico/Mexico City
5213 /World Localities/Latin America/Central America/Mexico/Northern Mexico/Nuevo León/Monterrey
5214 /World Localities/Latin America/Central America/Mexico/Baja California/Tijuana
5215 /World Localities/Latin America/Central America/Panama
5216 /World Localities/Latin America/South America
5217 /World Localities/Latin America/South America/Argentina
5218 /World Localities/Latin America/South America/Argentina/Buenos Aires
5219 /World Localities/Latin America/South America/Brazil
5220 /World Localities/Latin America/South America/Brazil/Southeast Brazil/Minas Gerais/Belo Horizonte
5221 /World Localities/Latin America/South America/Brazil/Central West Brazil/Brasilia
5222 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Ceará/Fortaleza
5223 /World Localities/Latin America/South America/Brazil/South Brazil/Rio Grande do Sul/Porto Alegre
5224 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Pernambuco/Recife
5225 /World Localities/Latin America/South America/Brazil/Southeast Brazil/Rio de Janeiro
5226 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Bahia/Salvador
5227 /World Localities/Latin America/South America/Brazil/Southeast Brazil/São Paulo (State)
5228 /World Localities/Latin America/South America/Chile
5229 /World Localities/Latin America/South America/Chile/Santiago
5230 /World Localities/Latin America/South America/Colombia
5231 /World Localities/Latin America/South America/Colombia/Bogota
5232 /World Localities/Latin America/South America/Peru
5233 /World Localities/Latin America/South America/Peru/Lima
5234 /World Localities/Latin America/South America/Uruguay
5235 /World Localities/Latin America/South America/Venezuela
5236 /World Localities/Latin America/South America/Venezuela/Caracas
5237 /World Localities/North America
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5238 /World Localities/North America/Canada
5239 /World Localities/North America/Canada/Atlantic Provinces
5240 /World Localities/North America/Canada/Atlantic Provinces/Nova Scotia/Halifax
5241 /World Localities/North America/Canada/British Columbia
5242 /World Localities/North America/Canada/British Columbia/Vancouver
5243 /World Localities/North America/Canada/British Columbia/Victoria (BC)
5244 /World Localities/North America/Canada/Canadian Prairies
5245 /World Localities/North America/Canada/Canadian Prairies/Alberta/Calgary
5246 /World Localities/North America/Canada/Canadian Prairies/Alberta/Edmonton
5247 /World Localities/North America/Canada/Canadian Prairies/Manitoba/Winnipeg
5248 /World Localities/North America/Canada/Northern Territories
5249 /World Localities/North America/Canada/Ontario
5250 /World Localities/North America/Canada/Ontario/Hamilton-Niagara Peninsula
5251 /World Localities/North America/Canada/Ontario/Southwestern Ontario
5252 /World Localities/North America/Canada/Ontario/Ottawa-Gatineau
5253 /World Localities/North America/Canada/Ontario/Greater Toronto
5254 /World Localities/North America/Canada/Quebec
5255 /World Localities/North America/Canada/Quebec/Montreal
5256 /World Localities/North America/Canada/Quebec/Quebec City
5257 /World Localities/North America/USA
5258 /World Localities/North America/USA/Alaska
5259 /World Localities/North America/USA/California
5260 /World Localities/North America/USA/California/San Joaquin Valley
5261 /World Localities/North America/USA/California/Southern California/Los Angeles
5262 /World Localities/North America/USA/California/Southern California/Inland Empire
5263 /World Localities/North America/USA/California/Sacramento Valley
5264 /World Localities/North America/USA/California/Southern California/San Diego
5265 /World Localities/North America/USA/California/San Francisco Bay Area
5266 /World Localities/North America/USA/California/Silicon Valley
5267 /World Localities/North America/USA/Florida
5268 /World Localities/North America/USA/Florida/North Florida/Jacksonville
5269 /World Localities/North America/USA/Florida/Southern Florida/South Florida Metro/Miami-Dade
5270 /World Localities/North America/USA/Florida/Central Florida/Greater Orlando
5271 /World Localities/North America/USA/Florida/Central Florida/Tampa Bay Area
5272 /World Localities/North America/USA/Florida/Southern Florida/South Florida Metro/West Palm Beach-Boca Raton
5273 /World Localities/North America/USA/Great Plains (USA)
5274 /World Localities/North America/USA/Great Plains (USA)/Oklahoma/Oklahoma City
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5275 /World Localities/North America/USA/Great Plains (USA)/Oklahoma/Tulsa
5276 /World Localities/North America/USA/Hawaii
5277 /World Localities/North America/USA/Mid-Atlantic (USA)
5278 /World Localities/North America/USA/Mid-Atlantic (USA)/New York State/Albany-Capital District
5279 /World Localities/North America/USA/Mid-Atlantic (USA)/Maryland/Baltimore Metro
5280 /World Localities/North America/USA/Mid-Atlantic (USA)/New York State/Buffalo-Niagara Falls
5281 /World Localities/North America/USA/Mid-Atlantic (USA)/Pennsylvania/Harrisburg-South Central PA
5282 /World Localities/North America/USA/Mid-Atlantic (USA)/New York State/New York City
5283 /World Localities/North America/USA/Mid-Atlantic (USA)/Pennsylvania/Philadelphia
5284 /World Localities/North America/USA/Mid-Atlantic (USA)/Pennsylvania/Pittsburgh
5285 /World Localities/North America/USA/Mid-Atlantic (USA)/New York State/Rochester-Finger Lakes
5286 /World Localities/North America/USA/Mid-Atlantic (USA)/Washington DC
5287 /World Localities/North America/USA/Midwest (USA)
5288 /World Localities/North America/USA/Midwest (USA)/Illinois/Chicago
5289 /World Localities/North America/USA/Midwest (USA)/Ohio/Cincinnati
5290 /World Localities/North America/USA/Midwest (USA)/Ohio/Greater Cleveland
5291 /World Localities/North America/USA/Midwest (USA)/Ohio/Columbus (OH)
5292 /World Localities/North America/USA/Midwest (USA)/Michigan/Detroit
5293 /World Localities/North America/USA/Midwest (USA)/Michigan/Grand Rapids-West Michigan
5294 /World Localities/North America/USA/Midwest (USA)/Indiana/Indianapolis
5295 /World Localities/North America/USA/Midwest (USA)/Missouri/Kansas City
5296 /World Localities/North America/USA/Midwest (USA)/Wisconsin/Milwaukee
5297 /World Localities/North America/USA/Midwest (USA)/Minnesota/Minneapolis-Saint Paul
5298 /World Localities/North America/USA/Midwest (USA)/Missouri/Greater St. Louis
5299 /World Localities/North America/USA/New England
5300 /World Localities/North America/USA/New England/Massachusetts/Boston Metro
5301 /World Localities/North America/USA/New England/Connecticut/Greater Hartford
5302 /World Localities/North America/USA/New England/Rhode Island/Providence
5303 /World Localities/North America/USA/Pacific Northwest
5304 /World Localities/North America/USA/Pacific Northwest/Oregon/Portland (OR)
5305 /World Localities/North America/USA/Pacific Northwest/Washington State/Seattle-Tacoma
5306 /World Localities/North America/USA/Rocky Mountains
5307 /World Localities/North America/USA/Rocky Mountains/Colorado/Denver
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5308 /World Localities/North America/USA/South (USA)
5309 /World Localities/North America/USA/South (USA)/Georgia (USA)/Atlanta
5310 /World Localities/North America/USA/South (USA)/Louisiana/Baton Rouge
5311 /World Localities/North America/USA/South (USA)/Alabama/Birmingham (AL)
5312 /World Localities/North America/USA/South (USA)/North Carolina/Charlotte Metro
5313 /World Localities/North America/USA/South (USA)/North Carolina/Piedmont Triad
5314 /World Localities/North America/USA/South (USA)/South Carolina/Upstate South Carolina
5315 /World Localities/North America/USA/South (USA)/Kentucky/Louisville
5316 /World Localities/North America/USA/South (USA)/Tennessee/Memphis
5317 /World Localities/North America/USA/South (USA)/Tennessee/Nashville
5318 /World Localities/North America/USA/South (USA)/Louisiana/New Orleans
5319 /World Localities/North America/USA/South (USA)/Virginia/Virginia Beach-Hampton Roads
5320 /World Localities/North America/USA/South (USA)/North Carolina/Raleigh-Durham
5321 /World Localities/North America/USA/South (USA)/Virginia/Richmond-Petersburg
5322 /World Localities/North America/USA/Southwest (USA)/New Mexico/Albuquerque-Santa Fe
5324 /World Localities/North America/USA/Southwest (USA)/Nevada/Las Vegas
5325 /World Localities/North America/USA/Southwest (USA)/Arizona/Phoenix
5326 /World Localities/North America/USA/Southwest (USA)/Nevada/Reno-Sparks
5327 /World Localities/North America/USA/Southwest (USA)/Utah/Salt Lake City
5328 /World Localities/North America/USA/Southwest (USA)/Arizona/Tucson
5329 /World Localities/North America/USA/Texas
5330 /World Localities/North America/USA/Texas/Austin-Round Rock
5331 /World Localities/North America/USA/Texas/Dallas-Fort Worth
5332 /World Localities/North America/USA/Texas/El Paso
5333 /World Localities/North America/USA/Texas/Houston
5334 /World Localities/North America/USA/Texas/San Antonio
5335 /World Localities/Oceania
5336 /World Localities/Oceania/Australia
5337 /World Localities/Oceania/Australia/South Australia/Adelaide
5338 /World Localities/Oceania/Australia/Queensland/Brisbane
5339 /World Localities/Oceania/Australia/New South Wales/Canberra
5340 /World Localities/Oceania/Australia/Queensland/Gold Coast
5341 /World Localities/Oceania/Australia/Victoria (AU)/Melbourne
5342 /World Localities/Oceania/Australia/New South Wales/Newcastle (AU)
5343 /World Localities/Oceania/Australia/Western Australia/Perth
5344 /World Localities/Oceania/Australia/New South Wales/Sydney
5345 /World Localities/Oceania/Australia/Pacific Islands/Melanesia
5346 /World Localities/Oceania/Pacific Islands/Melanesia/Fiji
5347 /World Localities/Oceania/Pacific Islands/Melanesia/Papua New Guinea
5348 /World Localities/Oceania/Pacific Islands/Micronesia
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5349 /World Localities/Oceania/Pacific Islands/Micronesia/Guam
5350 /World Localities/Oceania/New Zealand
5351 /World Localities/Oceania/New Zealand/Auckland
5352 /World Localities/Oceania/Pacific Islands/Polynesia
5353 /World Localities/Polar Regions
5354 /World Localities/North America/Bermuda
5355 /World Localities/Asia/East Asia/Macau
5356 /World Localities/Oceania/Australia/Tasmania
5357 /World Localities/Oceania/Australia/Queensland/Cairns
5358 /World Localities/Oceania/New Zealand/Wellington
5359 /World Localities/Oceania/New Zealand/Christchurch
5360 /World Localities/Latin America/Caribbean/Bahamas
5361 /World Localities/Asia/Southeast Asia/Indonesia/Nusa Tenggara/Bali
5362 /World Localities/Asia/Southeast Asia/Thailand/Southern Thailand/Phuket
5363 /World Localities/Asia/East Asia/China/Northeast China
5364 /World Localities/Asia/East Asia/China/Eastern China
5365 /World Localities/Asia/East Asia/China/Southeast China
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5400 /World Localities/Asia/East Asia/China/North Central China/Shandong
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5449 /World Localities/Europe/Western Europe/United Kingdom/England/Yorkshire
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5451 /World Localities/Europe/Western Europe/United Kingdom/England/North East England
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5461 /World Localities/North America/USA/New England/New Hampshire
5462 /World Localities/North America/USA/Great Plains (USA)/Kansas
5463 /World Localities/North America/USA/Mid-Atlantic (USA)/Delaware
5464 /World Localities/North America/USA/Rocky Mountains/Wyoming
5465 /World Localities/North America/USA/Rocky Mountains/Montana
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5490 /World Localities/Europe/Central & Eastern Europe/Germany/Baden-Wuerttemberg
5491 /World Localities/Europe/Central & Eastern Europe/Germany/Bavaria

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5493 /World Localities/Europe/Central & Eastern Europe/Germany/Hesse
5494 /World Localities/Europe/Central & Eastern Europe/Germany/Brandenburg
5495 /World Localities/Europe/Central & Eastern Europe/Germany/Bremen
5496 /World Localities/Europe/Central & Eastern Europe/Germany/Rhineland-Palatinate
5497 /World Localities/Europe/Central & Eastern Europe/Germany/Rhine-Hessia
5498 /World Localities/Europe/Central & Eastern Europe/Germany/Saarland
5499 /World Localities/Europe/Central & Eastern Europe/Germany/Saxony-Anhalt
5500 /World Localities/Europe/Central & Eastern Europe/Germany/Schleswig-Holstein
5501 /World Localities/Europe/Central & Eastern Europe/Germany/Thuringia
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5503 /World Localities/Europe/Mediterranean Europe/Italy/Campania
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5533 /World Localities/Europe/Western Europe/France/Central France
5534 /World Localities/Europe/Western Europe/Benelux
5535 /World Localities/North America/USA/California/Southern California
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5537 /World Localities/Asia/Russia & CIS/Caucasus/Armenia
5538 /World Localities/Asia/Russia & CIS/Caucasus/Azerbaijan
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5587 /World Localities/Europe/Mediterranean Europe/San Marino
5588 /World Localities/Middle East
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5622 /World Localities/North America/USA/Florida/Florida Panhandle
5623 /World Localities/North America/USA/Florida/North Florida
5624 /World Localities/North America/USA/Florida/Central Florida
5625 /World Localities/North America/USA/Florida/Southern Florida/South Florida Metro
5626 /World Localities/Europe/Mediterranean Europe/Italy/Abruzzo
5627 /World Localities/Latin America/South America/Brazil/South Brazil/Paraná
5628 /World Localities/Europe/Central & Eastern Europe/Eastern Europe/Ukraine/Crimea
5629 /World Localities/Latin America/South America/Brazil/South Brazil/Santa Catarina
5630 /World Localities/Latin America/South America/Brazil/South Brazil/Rio Grande do Sul
5631 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Bahia
5632 /World Localities/Latin America/South America/Brazil/Southeast Brazil/Minas Gerais
5633 /World Localities/Africa/Northern Africa/Libya
5634 /World Localities/Africa/Eastern Africa/Mozambique
5635 /World Localities/Africa/Middle Africa/Cameroon
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5663 /World Localities/Asia/East Asia/China/North Central China/Inner Mongolia
5664 /World Localities/Asia/East Asia/China/Southeast China/Hainan
Note: This is a marked up copy of Google’s RTB “Publisher Verticals” list. The original document is available at [https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals](https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals). Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

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5667 /World Localities/Asia/East Asia/China/Northeast China/Heilongjiang/Harbin
5668 /World Localities/Asia/Southeast Asia/Philippines/Cebu
5669 /World Localities/North America/USA/California/California Central Coast
5670 /World Localities/North America/USA/New England/Connecticut/New Haven
5671 /World Localities/Africa/Eastern Africa/Zambia
5672 /World Localities/Asia/East Asia/South Korea/Gangwon
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5674 /World Localities/Asia/East Asia/South Korea/North Gyeongsang
5675 /World Localities/Asia/East Asia/South Korea/South Jeolla
5676 /World Localities/Asia/East Asia/South Korea/North Jeolla
5677 /World Localities/Asia/East Asia/South Korea/South Chungcheong
5678 /World Localities/Asia/East Asia/South Korea/North Chungcheong
5679 /World Localities/Europe/Nordic Countries/Greenland
5680 /World Localities/Europe/Western Europe/France/South East France/Auvergne-Rhône-Alpes/Auvergne
5681 /World Localities/Europe/Western Europe/France/Central France/Centre-Val De Loire
5682 /World Localities/Europe/Western Europe/France/South West France/Nouvelle-Aquitaine/Limousin
5683 /World Localities/Europe/Western Europe/France/East France/Grand-Est/Alsace
5684 /World Localities/Europe/Western Europe/France/East France/Bourgogne-Franche-Comté/Burgundy
5685 /World Localities/Europe/Western Europe/France/East France/Grand-Est/Champagne-Ardenne
5686 /World Localities/Europe/Western Europe/France/East France/Bourgogne-Franche-Comté/Franche-Comté
5687 /World Localities/Europe/Western Europe/France/East France/Grand-Est/Lorraine
5688 /World Localities/Europe/Western Europe/France/North France/Normandy/Lower Normandy
5689 /World Localities/Europe/Western Europe/France/North France/Normandy/Upper Normandy
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5691 /World Localities/Europe/Western Europe/France/North France/Hauts-de-France/Picardy
5692 /World Localities/Europe/Western Europe/France/South East France/Provence-Alpes-Côte d’Azur
5693 /World Localities/Europe/Western Europe/France/South East France/Auvergne-Rhône-Alpes/Rhône-Alpes
5694 /World Localities/Europe/Western Europe/France/South West France/Nouvelle-Aquitaine/Aquitaine
5695 /World Localities/Europe/Western Europe/France/South West France/Occitanie/Languedoc-Roussillon
5696 /World Localities/Europe/Western Europe/France/South West France/Occitanie/Midi-Pyrénées
5697 /World Localities/Europe/Western Europe/France/South West France/Brittany
5698 /World Localities/Europe/Western Europe/France/West France/Pays de la Loire
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5699 /World Localities/Europe/Western Europe/France/South West France/Nouvelle-Aquitaine/Poitou-Charentes
5700 /World Localities/Latin America/Caribbean/Guadeloupe
5701 /World Localities/Latin America/Caribbean/Martinique
5702 /World Localities/Asia/South Asia/Indian Ocean Islands/RV Union
5703 /World Localities/Asia/Southeast Asia/Indonesia/Java (Indonesia)
5704 /World Localities/Asia/Southeast Asia/Indonesia/Kalimantan
5705 /World Localities/Asia/Southeast Asia/Indonesia/Maluku Islands
5706 /World Localities/Asia/Southeast Asia/Indonesia/Nusa Tenggara
5707 /World Localities/Asia/Southeast Asia/Indonesia/Sulawesi
5708 /World Localities/Asia/Southeast Asia/Indonesia/Sumatra
5709 /World Localities/Africa/Western Africa/Niger
5711 /World Localities/Africa/Western Africa/Mali
5712 /World Localities/Africa/Western Africa/Burkina Faso
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5749 /World Localities/Asia/East Asia/Japan/Kyushu/Nagasaki
Note: This is a marked up copy of Google’s RTB “Publisher Verticals” list. The original document is available at https://developers.google.com/authorized-buyers/rtb/downloads/publisher-verticals. Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.

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5764 /World Localities/Asia/East Asia/Japan/Kanto/Kanagawa/Kawasaki
5765 /World Localities/Asia/East Asia/Japan/Tohoku/Miyagi/Sendai
5766 /World Localities/Asia/Russia & CIS/Russian Federation/North Caucasian District
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5768 /World Localities/Europe/Southeastern Europe/Montenegro
5769 /World Localities/Europe/Mediterranean Europe/Vatican City
5770 /World Localities/Europe/Mediterranean Europe/Spain/Cantabria
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5772 /World Localities/Europe/Mediterranean Europe/Portugal/Porto
5773 /World Localities/Europe/Mediterranean Europe/Portugal/Azores & Madeira
5774 /World Localities/Latin America/South America/Brazil/Central West Brazil/Goiânia
5775 /World Localities/Asia/South Asia/India/East India/Chhattisgarh
5776 /World Localities/Asia/South Asia/India/North India/Punjab (India)
5777 /World Localities/Latin America/South America/Brazil/Southeast Brazil/Espírito Santo
5778 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Alagoas
5779 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Ceará
5780 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Maranhão
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5783 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Piauí
5784 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Rio Grande do Norte
5785 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Sergipe
5786 /World Localities/Latin America/South America/Brazil/Central West Brazil/Mato Grosso
5787 /World Localities/Latin America/South America/Brazil/Central West Brazil/Mato Grosso do Sul
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5796 /World Localities/Latin America/Central America/Mexico/Northern Mexico/Tamaulipas
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5802 /World Localities/Latin America/Central America/Mexico/Pacific Coast (Mexico)
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5806 /World Localities/Latin America/Central America/Mexico/Pacific Coast (Mexico)/Chiapas
5807 /World Localities/Latin America/Central America/Mexico/Pacific Coast (Mexico)/Michoacán
5808 /World Localities/Latin America/Central America/Mexico/Pacific Coast (Mexico)/Sinaloa
5809 /World Localities/Latin America/Central America/Mexico/Yucatán Peninsula
5810 /World Localities/Asia/Southeast Asia/Thailand/Chiang Mai
5811 /World Localities/Asia/Southeast Asia/Thailand/Southern Thailand
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5813 /World Localities/Latin America/Central America/Mexico/Baja California/Los Cabos
5814 /World Localities/Latin America/Central America/Mexico/Central Mexico/Cuernavaca (Morelos)
5815 /World Localities/Latin America/Central America/Mexico/Pacific Coast (Mexico)/Guerrero/Acapulco
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5859 /World Localities/Europe/Central & Eastern Europe/Austria/Upper Austria
5860 /World Localities/Europe/Central & Eastern Europe/Austria/Vorarlberg
5861 /World Localities/Europe/Western Europe/Benelux/Netherlands/Drenthe
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