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57 /People & Society/Social Issues & Advocacy/Charity & Philanthropy
82 /People & Society/Social Issues & Advocacy/Green Living & Environmental Issues
97 /Shopping/Consumer Resources/Consumer Advocacy & Protection
113 /People & Society/Ethnic & Identity Groups/Lesbian, Gay, Bisexual & Transgender
144 /Beauty & Fitness/Face & Body Care/Unwanted Body & Facial Hair Removal
171 /People & Society/Ethnic & Identity Groups/Indigenous Peoples/Native Americans
195 /Health/Reproductive Health
198 /Health/Reproductive Health/Birth Control
202 /Health/Reproductive Health/Male Impotence
235 /Beauty & Fitness/Hair Care/Hair Loss
236 /Beauty & Fitness/Weight Loss
237 /Health/Nutrition/Vitamins & Supplements
238 /Health/Medical Facilities & Services/Medical Procedures/Surgery/Cosmetic Surgery
241 /Beauty & Fitness/Fitness/Bodybuilding
245 /Health/Oral & Dental Care
246 /Health/Vision Care
257 /Health/Substance Abuse
401 /People & Society/Family & Relationships/Family/Parenting/Pregnancy & Maternity
409 /News/Politics/Right-Wing Politics
410 /News/Politics/Left-Wing Politics
420 /Health/Skin Conditions
421 /Health/Reproductive Health/Sexually Transmitted Diseases
429 /Health/Cancer
437 /Health/Mental Health
499 /Health/Alternative & Natural Medicine
500 /Health/Medical Facilities & Services/Physical Therapy
511 /Health/Counseling Services
528 /People & Society/Ethnic & Identity Groups/Asians & Diaspora/South Asians & Diaspora
536 /Health/Reproductive Health/Sex Education & Counseling
547 /People & Society/Ethnic & Identity Groups/Africans & Diaspora/African-Americans
548 /People & Society/Ethnic & Identity Groups/Latinos & Latin-Americans
549 /People & Society/Ethnic & Identity Groups/Asians & Diaspora/East Asians & Diaspora
550 /People & Society/Ethnic & Identity Groups/Jewish Culture
556 /People & Society/Ethnic & Identity Groups/Arabs & Middle Easterners
558 /Health/Reproductive Health/OBGYN
559 /Health/Heart & Hypertension
571 /Health/Eating Disorders
579 /People & Society/Ethnic & Identity Groups/Africans & Diaspora
580 /People & Society/Ethnic & Identity Groups/Asians & Diaspora/Southeast Asians & Pacific Islanders
585 /Arts & Entertainment/Music & Audio/Religious Music/Christian & Gospel Music
623 /Health/Aging & Geriatrics
Note: This is a marked up excerpt 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.

624 /Health/Aging & Geriatrics/Alzheimer's Disease
625 /Health/Health Conditions/AIDS & HIV
626 /Health/Health Conditions/Allergies
627 /Health/Health Conditions/Respiratory Conditions/Asthma
628 /Health/Health Conditions/Arthritis
629 /Health/Health Conditions/Cold & Flu
630 /Health/Health Conditions/Blood Sugar & Diabetes
631 /Health/Health Conditions/Pain Management/Headaches & Migraines
632 /Health/Health Conditions/Infectious Diseases
633 /Health/Health Conditions/Sleep Disorders
634 /Health/Medical Facilities & Services/Doctors' Offices
635 /Health/Medical Facilities & Services/Medical Procedures
636 /Health/Men's Health
638 /Health/Health Conditions/GERD & Digestive Disorders
639 /Health/Mental Health/Anxiety & Stress
640 /Health/Mental Health/Depression
641 /Health/Health Conditions/Neurological Conditions/Learning & Developmental Disabilities
642 /Health/Health Conditions/Neurological Conditions/Learning & Developmental Disabilities/ADD & ADHD
643 /Health/Health Conditions/Heart & Hypertension/Cholesterol Issues
647 /Health/Reproductive Health/Infertility
649 /Health/Nursing/Assisted Living & Long Term Care
677 /People & Society/Disabled & Special Needs
681 /People & Society/Ethnic & Identity Groups/Indigenous Peoples
682 /People & Society/Ethnic & Identity Groups/Eastern Europeans
683 /People & Society/Ethnic & Identity Groups/Western Europeans
703 /People & Society/Social Issues & Advocacy/Work & Labor Issues
817 /Health/Health Conditions/Injury
818 /Health/Health Conditions/Obesity
819 /Health/Health Conditions/Pain Management
824 /Health/Health Conditions/Respiratory Conditions
862 /People & Society/Religion & Belief/Buddhism
864 /People & Society/Religion & Belief/Christianity
866 /People & Society/Religion & Belief/Hinduism
868 /People & Society/Religion & Belief/Islam
869 /People & Society/Religion & Belief/Judaism
941 /Health/Health Conditions/Genetic Disorders
942 /Health/Health Conditions/Neurological Conditions
946 /Health/Public Health/Toxic Substances & Poisoning
975 /People & Society/Religion & Belief/Skeptics & Non-Believers
976 /People & Society/Social Issues & Advocacy/Reproductive Rights Issues/Unions & Labor Movement
1121 /People & Society/Social Issues & Advocacy/Work & Labor Issues/Jewish Holidays
1127 /People & Society/Social Issues & Advocacy/Poverty & Hunger
1166 /People & Society/Social Issues & Advocacy/Housing & Development
1205 /People & Society/Social Issues & Advocacy/Discrimination & Identity Relations
1208 /Arts & Entertainment/Music & Audio/World Music/African Music
1211 /Health/Health Conditions/Ear Nose & Throat
1220 /Beauty & Fitness/Cosmetic Procedures
1224 /Health/Vision Care/Eyeglasses & Contacts
Note: This is a marked up excerpt 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.

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
1251 /People & Society/Religion & Belief/Scientology
1255 /Science/Ecology & Environment/Climate Change & Global Warming
1257 /People & Society/Ethnic & Identity Groups/Asians & Diaspora
1258 /People & Society/Religion & Belief/Pagan & Esoteric Traditions
1262 /Health/Health Conditions/Infectious Diseases/Parasites & Parasitic Diseases
1263 /Health/Health Conditions/Infectious Diseases/Vaccines & Immunizations
1274 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Christian Holidays
1275 /Hobbies & Leisure/Special Occasions/Holidays & Seasonal Events/Islamic Holidays
1280 /People & Society/Social Issues & Advocacy/Human Rights & Liberties
1281 /People & Society/Social Issues & Advocacy/Privacy Issues
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
1296 /People & Society/Religion & Belief/Places of Worship
1301 /People & Society/Social Issues & Advocacy/Same-Sex Marriage
1328 /Health/Health Conditions/Endocrine Conditions
1329 /Health/Health Conditions/Endocrine Conditions/Thyroid Conditions
1350 /Health/Substance Abuse/Drug & Alcohol Treatment
1351 /Health/Substance Abuse/Drug & Alcohol Testing
1352 /Health/Medical Devices & Equipment/Assistive Technology
1353 /Health/Medical Devices & Equipment/Assistive Technology/Mobility Equipment & Accessories
1501 /Food & Drink/Cooking & Recipes/Healthy Eating
1502 /Health/Vision Care/Eye Exams & Optometry
1503 /Health/Vision Care/Laser Vision Correction
1570 /Health/Nutrition/Special & Restricted Diets/Low Carbohydrate Diets
1571 /Health/Nutrition/Special & Restricted Diets/Low Fat & Low Cholesterol Diets
1572 /Health/Nutrition/Special & Restricted Diets/Kosher Foods
101 /People & Society/Religion & Belief/Spirituality
250 /Health/Medical Facilities & Services/Hospitals & Treatment Centers
251 /Health/Medical Devices & Equipment
276 /Food & Drink/Restaurants
360 /Arts & Entertainment/Movies/Bollywood & South Asian Film
503 /People & Society/Subcultures & Niche Interests/Goth Subculture
525 /People & Society/Men's Interests/Men's Interests (Mature)
555 /Law & Government/Visa & Immigration
644 /Health/Public Health/Occupational Health & Safety
645 /Health/Pediatrics
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646 /Health/Pharmacy/Drugs & Medications
648 /Health/Women's Health
973 /People & Society/Ethnic & Identity Groups/Expatriate Communities
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
1201 /News/Politics/Opinion & Commentary
1260 /People & Society/Family & Relationships/Troubled Relationships
1261 /People & Society/Family & Relationships/Troubled Relationships/Divorce & Separation
1313 /People & Society/Social Issues & Advocacy/Immigration Policy & Border Issues
1314 /People & Society/Social Issues & Advocacy/Drug Laws & Policy
1316 /Law & Government/Government/Public Policy
1340 /People & Society/Religion & Belief/Theology & Religious Study
1456 /Finance/Investing/Socially Responsible Investing
1483 /People & Society/Social Issues & Advocacy/Ethics
1532 /Food & Drink/Cooking & Recipes/Cuisines/Middle Eastern Cuisine
1551 /Food & Drink/Cooking & Recipes/Cuisines/East Asian Cuisine/Chinese Cuisine
1552 /Food & Drink/Cooking & Recipes/Cuisines/East Asian Cuisine/Japanese Cuisine
1553 /Food & Drink/Cooking & Recipes/Cuisines/South Asian Cuisine/Indian Cuisine
1554 /Food & Drink/Cooking & Recipes/Cuisines/East Asian Cuisine/Korean Cuisine
1555 /Food & Drink/Cooking & Recipes/Cuisines/Southeast Asian Cuisine/Thai Cuisine
1556 /Food & Drink/Cooking & Recipes/Cuisines/French Cuisine
1557 /Food & Drink/Cooking & Recipes/Cuisines/Mediterranean Cuisine/Italian Cuisine
1558 /Food & Drink/Cooking & Recipes/Cuisines/Mediterranean Cuisine/Greek Cuisine
1559 /Food & Drink/Cooking & Recipes/Cuisines/Mediterranean Cuisine/Spanish Cuisine
1560 /Food & Drink/Cooking & Recipes/Cuisines/Latin American Cuisine/Mexican Cuisine
1563 /Food & Drink/Cooking & Recipes/Cuisines/Eastern European Cuisine
1564 /Food & Drink/Cooking & Recipes/Cuisines/German Cuisine
1565 /Food & Drink/Cooking & Recipes/Cuisines/Latin American Cuisine/South American Cuisine
1566 /Food & Drink/Cooking & Recipes/Cuisines/Latin American Cuisine/Caribbean Cuisine
1567 /Food & Drink/Cooking & Recipes/Cuisines/South Asian Cuisine
1568 /Food & Drink/Cooking & Recipes/Cuisines/Southeast Asian Cuisine
1569 /Food & Drink/Cooking & Recipes/Cuisines/Southeast Asian Cuisine/Vietnamese Cuisine
5001 /World Localities/Africa
5002 /World Localities/Africa/Eastern Africa
5003 /World Localities/Africa/Eastern Africa/Ethiopia
5004 /World Localities/Africa/Eastern Africa/Kenya
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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
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5017 /World Localities/Africa/Northern Africa/Morocco
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5045 /World Localities/Asia/East Asia/China/South Central China/Hubei/Wuhan
5046 /World Localities/Asia/East Asia/China/Northwest China/Shaanxi/Xi'an
5047 /World Localities/Asia/East Asia/Hong Kong
5048 /World Localities/Asia/East Asia/Japan
5049 /World Localities/Asia/East Asia/Japan/Chubu/Aichi/Nagoya
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5098 /World Localities/Asia/West Asia/Saudi Arabia
5099 /World Localities/Asia/West Asia/Syria
5100 /World Localities/Asia/West Asia/Turkey
5101 /World Localities/Asia/West Asia/Turkey/Central Anatolia/Ankara
5102 /World Localities/Asia/West Asia/Turkey/Marmara Region/Istanbul
5103 /World Localities/Asia/West Asia/United Arab Emirates
5104 /World Localities/Europe
5105 /World Localities/Europe/Central & Eastern Europe/Eastern Europe/Belarus
5106 /World Localities/Europe/Central & Eastern Europe/Eastern Europe
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
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/≈Â¥d≈/
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/Moscow
5122 /World Localities/Asia/Russia & CIS/Russian Federation/Northwestern Russia/Saint Petersburg
5123 /World Localities/Europe/Central & Eastern Europe/Slovakia
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5142 /World Localities/Europe/Western Europe/United Kingdom/England/South West England/Bristol
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5143 /World Localities/Europe/Western Europe/United Kingdom/Scotland/Edinburgh
5144 /World Localities/Europe/Western Europe/United Kingdom/Scotland/Glasgow
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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
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/Central & Eastern Europe/Austria
5179 /World Localities/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
Note: This is a marked up excerpt 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.

5183 /World Localities/Europe/Western Europe/France/South East France/Auvergne-Rhône-Alpes/Rhône-Alpes/Lyon
5184 /World Localities/Europe/Western Europe/France/South East France/Provence-Alpes-Côte d'Azur/Marseille
5185 /World Localities/Europe/Western Europe/France/South East France/Provence-Alpes-Côte d'Azur/Nice
5186 /World Localities/Europe/Western Europe/France/Véle-de-France/Paris
5187 /World Localities/Europe/Western Europe/France/South West France/Occitanie/Midi-Pyrénées/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
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
Note: This is a marked up excerpt 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.

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
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/Central Prairies
5245 /World Localities/North America/Canada/Central Prairies/Alberta/Calgary
5246 /World Localities/North America/Canada/Central Prairies/Alberta/Edmonton
5247 /World Localities/North America/Canada/Central Prairies/Manitoba/Winnipeg
5248 /World Localities/North America/Canada/Northwest 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
Note: This is a marked up excerpt 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.

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
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
Note: This is a marked up excerpt 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.

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
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
Note: This is a marked up excerpt 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.

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
5323 /World Localities/North America/USA/Southwest (USA)/Nevada/Las Vegas
5324 /World Localities/North America/USA/Southwest (USA)/Virginia/Richmond-Petersburg
5325 /World Localities/North America/USA/Southwest (USA)/Arizona/Phoenix
5326 /World Localities/North America/USA/Southwest (USA)/Texas/Austin-Round Rock
5327 /World Localities/North America/USA/Southwest (USA)/Texas/Dallas-Fort Worth
5328 /World Localities/North America/USA/Southwest (USA)/Texas/El Paso
5329 /World Localities/North America/USA/Southwest (USA)/Texas/Houston
5330 /World Localities/North America/USA/Southwest (USA)/Texas/San Antonio
5331 /World Localities/Oceania/Australia/South Australia/Adelaide
5332 /World Localities/Oceania/Australia/South Australia/Brisbane
5333 /World Localities/Oceania/Australia/New South Wales/Canberra
5334 /World Localities/Oceania/Australia/New South Wales/Gold Coast
5335 /World Localities/Oceania/Australia/New South Wales/Melbourne
5336 /World Localities/Oceania/Australia/New South Wales/Sydney
5337 /World Localities/Oceania/Pacific Islands/Australia/Melanesia
5338 /World Localities/Oceania/Pacific Islands/Australia/Micronesia
5339 /World Localities/Oceania/Pacific Islands/Australia/Micronesia/Guam
5340 /World Localities/Oceania/Pacific Islands/Australia/Melanesia/Fiji
5341 /World Localities/Oceania/Pacific Islands/Australia/Melanesia/Papua New Guinea
5342 /World Localities/Oceania/Pacific Islands/Australia/Polynesia
5343 /World Localities/Oceania/Pacific Islands/Australia/Polynesia/Guam
5344 /World Localities/Oceania/New Zealand/Auckland
5345 /World Localities/Oceania/New Zealand/Wellington
5346 /World Localities/Oceania/New Zealand/Cairns
5347 /World Localities/Oceania/New Zealand/Christchurch
5348 /World Localities/Oceania/New Zealand/Queenstown
5349 /World Localities/Oceania/New Zealand/Tasmania
5350 /World Localities/Oceania/Asia/East Asia/Macau
5351 /World Localities/Oceania/Asia/East Asia/Tasmania
5352 /World Localities/Oceania/Asia/Indonesia/Nusa Tenggara/Bali
5353 /World Localities/Oceania/Asia/Indonesia/Nusa Tenggara/Java
5354 /World Localities/Oceania/Asia/Indonesia/Thailand/Southern Thailand/Phuket
5355 /World Localities/Oceania/Asia/Indonesia/Thailand/Southern Thailand/Pattaya
5356 /World Localities/Oceania/Asia/Indonesia/Thailand/Southern Thailand/Phuket
5357 /World Localities/Oceania/Asia/Indonesia/Thailand/Southern Thailand/Samui
5358 /World Localities/Oceania/Asia/Indonesia/Thailand/Southern Thailand/Samui
5359 /World Localities/Oceania/Asia/Indonesia/Thailand/Southern Thailand/Samui
5360 /World Localities/Oceania/Asia/Indonesia/Thailand/Southern Thailand/Samui
5361 /World Localities/Oceania/Asia/Indonesia/Thailand/Southern Thailand/Samui
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5363 /World Localities/Oceania/Asia/Indonesia/Thailand/Southern Thailand/Samui
5364 /World Localities/Oceania/Asia/Indonesia/Thailand/Southern Thailand/Samui
Note: This is a marked up excerpt 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.

5365 /World Localities/Asia/East Asia/China/Southeast China
5366 /World Localities/Asia/East Asia/China/South Central China
5367 /World Localities/Asia/East Asia/China/North Central China
5368 /World Localities/Asia/East Asia/China/Northwest China
5369 /World Localities/Asia/East Asia/China/Southwest China
5370 /World Localities/Asia/East Asia/South Korea/Gyeonggi/Incheon
5371 /World Localities/Asia/East Asia/South Korea/Jeju
5372 /World Localities/Asia/East Asia/South Korea/South Gyeongsang/Busan
5373 /World Localities/Asia/East Asia/South Korea/South Jeolla/Gwangju
5374 /World Localities/Asia/East Asia/South Korea/South Chungcheong/Daejeon
5375 /World Localities/Asia/East Asia/South Korea/Gyeonggi
5376 /World Localities/Asia/East Asia/South Korea/South Gyeongsang/Ulsan
5377 /World Localities/Asia/East Asia/Japan/Kanto
5378 /World Localities/Asia/East Asia/Japan/Tohoku
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5380 /World Localities/Asia/East Asia/Japan/Kyushu
5381 /World Localities/Asia/East Asia/Japan/Hokkaido
5382 /World Localities/Asia/East Asia/Japan/Chubu
5383 /World Localities/Asia/East Asia/Japan/Kansai
5384 /World Localities/Asia/East Asia/Japan/Shikoku
5385 /World Localities/Asia/East Asia/Japan/Chugoku
5386 /World Localities/Asia/East Asia/Taiwan/Kaohsiung
5387 /World Localities/Asia/East Asia/Taiwan/Tainan
5388 /World Localities/Asia/East Asia/Taiwan/Taichung
5389 /World Localities/Asia/East Asia/Taiwan/Hsinchu
5390 /World Localities/Asia/East Asia/China/Northeast China/Liaoning
5391 /World Localities/Asia/East Asia/China/Northeast China/Heilongjiang
5392 /World Localities/Asia/East Asia/China/Eastern China/Jiangsu
5393 /World Localities/Asia/East Asia/China/Eastern China/Zhejiang
5394 /World Localities/Asia/East Asia/China/Southeast China/Fujian
5395 /World Localities/Asia/East Asia/China/Southeast China/Guangdong
5396 /World Localities/Asia/East Asia/China/South Central China/Sichuan
5397 /World Localities/Asia/East Asia/China/South Central China/Hubei
5398 /World Localities/Asia/East Asia/China/South Central China/Hunan
5399 /World Localities/Asia/East Asia/China/North Central China/Henan
5400 /World Localities/Asia/East Asia/China/North Central China/Shandong
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5403 /World Localities/Asia/East Asia/China/Northwest China/Xinjiang
5404 /World Localities/Asia/East Asia/Japan/Kanto/Kanagawa/Yokohama
5405 /World Localities/Asia/East Asia/Japan/Kanto/Kyushu/Fukuoka
5406 /World Localities/Asia/East Asia/Japan/Kansai/Hyogo/Kobe
5407 /World Localities/Asia/East Asia/Japan/Kansai/Kyoto
5408 /World Localities/Asia/Russia & CIS/Caucasus
5409 /World Localities/North America/USA/Mid-Atlantic (USA)/New York State
5410 /World Localities/North America/USA/Mid-Atlantic (USA)/Pennsylvania
5411 /World Localities/North America/USA/Mid-Atlantic (USA)/New Jersey
Note: This is a marked up excerpt 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.

5412 /World Localities/North America/USA/Midwest (USA)/Ohio
5413 /World Localities/North America/USA/Midwest (USA)/Michigan
5414 /World Localities/North America/USA/Midwest (USA)/Missouri
5415 /World Localities/North America/USA/South (USA)/Virginia
5416 /World Localities/North America/USA/South (USA)/North Carolina
5417 /World Localities/North America/USA/South (USA)/Louisiana
5418 /World Localities/North America/USA/South (USA)/South Carolina
5419 /World Localities/North America/USA/South (USA)/Tennessee
5420 /World Localities/North America/USA/South (USA)/Georgia (USA)
5421 /World Localities/North America/USA/South (USA)/Kentucky
5422 /World Localities/North America/USA/South (USA)/Alabama
5423 /World Localities/North America/USA/New England/Connecticut
5424 /World Localities/North America/USA/New England/Massachusetts
5425 /World Localities/North America/USA/New England/Rhode Island
5426 /World Localities/North America/USA/Mid-Atlantic (USA)/Maryland
5427 /World Localities/North America/USA/Mid-Atlantic (USA)/Oklahoma
5428 /World Localities/North America/USA/Mid-Atlantic (USA)/Illinois
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5432 /World Localities/North America/USA/Pacific Northwest/Washington State
5433 /World Localities/North America/USA/Pacific Northwest/Oregon
5434 /World Localities/North America/USA/Rocky Mountains/Colorado
5435 /World Localities/North America/USA/Southwest (USA)/Arizona
5436 /World Localities/North America/USA/Southwest (USA)/Nevada
5437 /World Localities/North America/USA/Southwest (USA)/Utah
5438 /World Localities/North America/USA/Southwest (USA)/New Mexico
5439 /World Localities/Latin America/Caribbean/Jamaica
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Note: This is a marked up excerpt 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.

5497 /World Localities/Europe/Central & Eastern Europe/Germany/Rhineland-Palatinate
5498 /World Localities/Europe/Central & Eastern Europe/Germany/Saarland
5499 /World Localities/Europe/Central & Eastern Europe/Germany/Saxony
5500 /World Localities/Europe/Central & Eastern Europe/Germany/Saxony-Anhalt
5501 /World Localities/Europe/Central & Eastern Europe/Germany/Schleswig-Holstein
5502 /World Localities/Europe/Central & Eastern Europe/Germany/Thuringia
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5515 /World Localities/Asia/South Asia/India/East India
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5518 /World Localities/Asia/South Asia/India/West India/Goa
5519 /World Localities/Asia/South Asia/India/North India
5520 /World Localities/Asia/South Asia/India/North India/Uttar Pradesh/Agra
5521 /World Localities/Asia/South Asia/India/West India/Rajasthan/Jaipur
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5523 /World Localities/Latin America/South America/Brazil/Northeast Brazil
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5525 /World Localities/Latin America/South America/Brazil/Southeast Brazil
5526 /World Localities/Latin America/South America/Brazil/Central West Brazil
5527 /World Localities/Europe/Western Europe/France/South West France
5528 /World Localities/Europe/Western Europe/France/South East France
5529 /World Localities/Europe/Western Europe/France/Vélo-de-France
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5538 /World Localities/Asia/Russia & CIS/Caucasus/Azerbaijan
5539 /World Localities/Asia/Russia & CIS/Caucasus/Georgia
5540 /World Localities/Latin America/South America/Bolivia
5541 /World Localities/Latin America/South America/Paraguay
Note: This is a marked up excerpt 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.

5542 /World Localities/Latin America/South America/Suriname
5543 /World Localities/Latin America/South America/Guyana
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5549 /World Localities/Latin America/Central America/Belize
5550 /World Localities/Latin America/Caribbean/Antigua & Barbuda
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5553 /World Localities/Asia/South Asia/Bhutan
5554 /World Localities/Asia/Southeast Asia/Brunei
5555 /World Localities/Asia/Southeast Asia/Cambodia
5556 /World Localities/Europe/Central & Eastern Europe/Baltics
5557 /World Localities/Asia/Southeast Asia/East Timor
5558 /World Localities/Asia/West Asia/Kuwait
5559 /World Localities/Latin America/Caribbean/Barbados
5560 /World Localities/Latin America/Caribbean/Dominica
5561 /World Localities/Latin America/Caribbean/Grenada
5562 /World Localities/Latin America/Caribbean/Haiti
5563 /World Localities/Latin America/Caribbean/Saint Kitts & Nevis
5564 /World Localities/Latin America/Saint Lucia
5565 /World Localities/Europe/Central & Eastern Europe
5566 /World Localities/Europe/Central & Eastern Europe/Liechtenstein
5567 /World Localities/Europe/Southeastern Europe
5568 /World Localities/Oceania/Pacific Islands/Polynesia/Tahiti & Bora Bora
5569 /World Localities/Latin America/Caribbean/Aruba, Bonaire & Curaçao
5570 /World Localities/Latin America/Caribbean/Cayman Islands
5571 /World Localities/Latin America/Caribbean/Virgin Islands
5572 /World Localities/Latin America/Caribbean/Saint Vincent & Grenadines
5573 /World Localities/Latin America/Caribbean/Trinidad & Tobago
5574 /World Localities/Asia/Central Asia/Kyrgyzstan
5575 /World Localities/Asia/Southeast Asia/Laos
5576 /World Localities/Asia/South Asia/Indian Ocean Islands/Maldives
5577 /World Localities/Asia/East Asia/Mongolia
5578 /World Localities/Asia/West Asia/Oman
5579 /World Localities/Asia/Central Asia/Tajikistan
5580 /World Localities/Asia/Central Asia/Turkmenistan
5581 /World Localities/Asia/West Asia/Yemen
5582 /World Localities/Europe/Southeastern Europe/Albania
5583 /World Localities/Europe/Western Europe/Andorra
5584 /World Localities/Europe/Southeastern Europe/Republic of Macedonia
5585 /World Localities/Europe/Central & Eastern Europe/Eastern Europe/Moldova
5586 /World Localities/Europe/Mediterranean Europe/Monaco
5587 /World Localities/Europe/Mediterranean Europe/San Marino
5588 /World Localities/Middle East
5589 /World Localities/Oceania/Pacific Islands
5590 /World Localities/Asia/West Asia/Qatar
5591 /World Localities/Africa/Eastern Africa/Somalia
5592 /World Localities/Asia/West Asia/Palestine
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5593 /World Localities/Asia/Russia & CIS
5594 /World Localities/Asia/Russia & CIS/Russian Federation/Northwestern Russia
5595 /World Localities/Asia/Russia & CIS/Russian Federation/Russian Central District
5596 /World Localities/North America/Canada/Atlantic Provinces/New Brunswick
5597 /World Localities/North America/Canada/Atlantic Provinces/Nova Scotia
5598 /World Localities/North America/Canada/Atlantic Provinces/Newfoundland & Labrador
5599 /World Localities/North America/Canada/Atlantic Provinces/Prince Edward Island
5600 /World Localities/North America/Canada/Canadian Prairies/Alberta
5601 /World Localities/North America/Canada/Canadian Prairies/Saskatchewan
5602 /World Localities/North America/Canada/Canadian Prairies/Manitoba
5603 /World Localities/Asia/Russia & CIS/Russian Federation/Russian Southern District
5604 /World Localities/Asia/Russia & CIS/Russian Federation/Volga District
5605 /World Localities/Asia/Russia & CIS/Russian Federation/Siberian Federal District
5606 /World Localities/Asia/Russia & CIS/Russian Federation/Far Eastern Russia
5607 /World Localities/Asia/Russia & CIS/Russian Federation/Urals District
5608 /World Localities/Europe/Western Europe/France/French Overseas (DOM-TOM)
5609 /World Localities/Europe/Western Europe/France/West France/Pays de la Loire/Nantes
5610 /World Localities/Europe/Western Europe/France/East France/Pays de l’Est/Alsace/Strasbourg
5611 /World Localities/Europe/Western Europe/France/North France/Hauts-de-France/Nord-Pas-de-Calais/Lille
5612 /World Localities/Europe/Western Europe/France/South West France/Occitanie/Languedoc-Roussillon/Montpellier
5613 /World Localities/Europe/Western Europe/France/South West France/Nouvelle-Aquitaine/Aquitaine/Bordeaux
5614 /World Localities/Europe/Western Europe/France/West France/Brittany/Rennes
5615 /World Localities/Europe/Mediterranean Europe/Spain/Andalucia/”diz
5616 /World Localities/Europe/Western Europe/France/South East France/Corsica
5617 /World Localities/Europe/Western Europe/France/South East Carolina/Greater Charleston (SC)
5618 /World Localities/Europe/Central & Eastern Europe/Eastern Europe/Ukraine/Kiev
5619 /World Localities/Asia/South Asia/Indian Ocean Islands
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5621 /World Localities/North America/USA/Florida/Florida Panhandle
5622 /World Localities/North America/USA/Florida/North Florida
5623 /World Localities/North America/USA/Florida/Central Florida
5624 /World Localities/North America/USA/Florida/Central Florida
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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
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5635 /World Localities/Africa/Middle Africa/Cameroon
5636 /World Localities/Africa/Middle Africa/ Angola
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5638 /World Localities/North America/USA/Florida/Southern Florida
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5644 /World Localities/Asia/South Asia/India/North India/Uttar Pradesh
5645 /World Localities/Asia/South Asia/India/West India/Maharashtra
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5665 /World Localities/Asia/East Asia/China/Southeast China/Hainan
5666 /World Localities/Asia/East Asia/China/Eastern China/Jiangsu/Nanjing
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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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5683 /World Localities/Europe/Western Europe/France/East France/Grand-Est/Alsace
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5685 /World Localities/Europe/Western Europe/France/East France/Grand-Est/Champagne-Ardenne
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5694 /World Localities/Europe/Western Europe/France/South West France/Occitanie/Languedoc-Roussillon
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<td>5739</td>
<td>World Localities/Asia/East Asia/Japan/Kansai/Nara</td>
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<td>World Localities/Asia/East Asia/Japan/Kansai/Wakayama</td>
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<td>World Localities/Asia/East Asia/Japan/Kyushu/Saga</td>
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<td>5749</td>
<td>World Localities/Asia/East Asia/Japan/Kyushu/Nagasaki</td>
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Note: This is a marked up excerpt 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.

5750 /World Localities/Asia/East Asia/Japan/Kyushu/Oita
5751 /World Localities/Asia/East Asia/Japan/Kyushu/Miyazaki
5752 /World Localities/Asia/East Asia/Japan/Kyushu/Kagoshima
5753 /World Localities/Asia/East Asia/Japan/Kyushu/Kumamoto
5754 /World Localities/Asia/East Asia/Japan/Shikoku/Kagawa
5755 /World Localities/Asia/East Asia/Japan/Shikoku/Ehime
5756 /World Localities/Asia/East Asia/Japan/Shikoku/Tokushima
5757 /World Localities/Asia/East Asia/Japan/Shikoku/Kochi
5758 /World Localities/Asia/East Asia/Japan/Tohoku/Aomori
5759 /World Localities/Asia/East Asia/Japan/Tohoku/Akita
5760 /World Localities/Asia/East Asia/Japan/Tohoku/Iwate
5761 /World Localities/Asia/East Asia/Japan/Tohoku/Yamagata
5762 /World Localities/Asia/East Asia/Japan/Tohoku/Miyagi
5763 /World Localities/Asia/East Asia/Japan/Tohoku/Fukushima
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
5767 /World Localities/Europe/Southeastern Europe/Kosovo
5768 /World Localities/Europe/Southeastern Europe/Montenegro
5769 /World Localities/Europe/Mediterranean Europe/Vatican City
5770 /World Localities/Europe/Mediterranean Europe/Spain/Cantabria
5771 /World Localities/Europe/Mediterranean Europe/Italy/Campania/Salerno & Amalfi Coast
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/India/East India/Chhattisgarh
5776 /World Localities/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
5781 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Pará
5782 /World Localities/Latin America/South America/Brazil/Northeast Brazil/Pernambuco
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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5788 /World Localities/Latin America/South America/Brazil/North Brazil/Amazonas
5789 /World Localities/Latin America/South America/Brazil/North Brazil/Pará
5790 /World Localities/Latin America/South America/Brazil/North Brazil/Rondônia
5791 /World Localities/Latin America/South America/Brazil/North Brazil/Tocantins
5792 /World Localities/Latin America/Central America/Mexico/Baja California
5793 /World Localities/Latin America/Central America/Mexico/Northern Mexico
5794 /World Localities/Latin America/Central America/Mexico/Northern Mexico/Nuevo León
5795 /World Localities/Latin America/Central America/Mexico/Northern Mexico/Chihuahua
5796 /World Localities/Latin America/Central America/Mexico/Northern Mexico/Tamaulipas
5797 /World Localities/Latin America/Central America/Mexico/Central Mexico
5798 /World Localities/Latin America/Central America/Mexico/Central Mexico/Mexico State
5799 /World Localities/Latin America/Central America/Mexico/Central Mexico/Veracruz
5800 /World Localities/Latin America/Central America/Mexico/Central Mexico/Puebla
5801 /World Localities/Latin America/Central America/Mexico/Central Mexico/Guanajuato
5802 /World Localities/Latin America/Central America/Mexico/Pacific Coast (Mexico)
5803 /World Localities/Latin America/Central America/Mexico/Pacific Coast (Mexico)/Guerrero
5804 /World Localities/Latin America/Central America/Mexico/Pacific Coast (Mexico)/Oaxaca
5805 /World Localities/Latin America/Central America/Mexico/Pacific Coast (Mexico)/Jalisco
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
5812 /World Localities/Asia/Southeast Asia/Thailand/Pattaya
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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5816 /World Localities/Latin America/Central America/Mexico/Pacific Coast (Mexico)/Jalisco/Puerto Vallarta
5817 /World Localities/Latin America/Central America/Mexico/Yucatán Peninsula/Quintana Roo
5818 /World Localities/Latin America/Central America/Mexico/Yucatán Peninsula/Yucatán
5819 /World Localities/Latin America/Central America/Mexico/Yucatán Peninsula/Quintana Roo/Cancún & Riviera Maya
5820 /World Localities/Latin America/Central America/Mexico/Yucatán Peninsula/Yucatán/Mérida
5821 /World Localities/North America/USA/South (USA)/South Carolina/Myrtle Beach & Grand Strand
5822 /World Localities/North America/USA/Florida/Southern Florida/Florida Keys
5823 /World Localities/North America/USA/Florida/Southern Florida/Fort Myers-Cape Coral
5824 /World Localities/North America/USA/Florida/Florida Panhandle/Tallahassee
5825 /World Localities/Europe/Southeastern Europe/Greece/Crete
5826 /World Localities/North America/USA/Hawaii/Oahu
5827 /World Localities/North America/USA/Hawaii/Maui
5828 /World Localities/North America/USA/Hawaii/Big Island (Hawaii)
5829 /World Localities/North America/USA/Hawaii/Kauai
5831 /World Localities/Europe/Southeastern Europe/Greece/Aegean Islands
5832 /World Localities/Latin America/South America/Ecuador/Galapagos Islands
5833 /World Localities/Latin America/South America/Ecuador/Quito
5834 /World Localities/Asia/West Asia/Turkey/Aegean Turkey
5835 /World Localities/Asia/West Asia/Turkey/Black Sea Turkey
5836 /World Localities/Asia/West Asia/Turkey/Central Anatolia
5837 /World Localities/Asia/West Asia/Turkey/Eastern Anatolia
5838 /World Localities/Asia/West Asia/Turkey/Marmara Region
5839 /World Localities/Asia/West Asia/Turkey/Mediterranean Turkey
5840 /World Localities/Asia/West Asia/Turkey/Southeastern Anatolia
5841 /World Localities/Asia/West Asia/Turkey/Marmara Region/Bursa
5842 /World Localities/Asia/West Asia/Turkey/Aegean Turkey/Izmir
5843 /World Localities/Asia/West Asia/Turkey/Mediterranean Turkey/Antalya
5844 /World Localities/Asia/West Asia/Turkey/Central Anatolia/Cappadocia
5845 /World Localities/Asia/West Asia/Turkey/Aegean Turkey/Muğla
5846 /World Localities/Asia/West Asia/Turkey/Aegean Turkey/Pamukkale
5847 /World Localities/Asia/West Asia/Turkey/Central Anatolia/Konya
5848 /World Localities/Asia/West Asia/Turkey/Mediterranean Turkey/Adana
5849 /World Localities/Asia/West Asia/Turkey/Aegean Turkey/Muğla/Bodrum
5850 /World Localities/Asia/West Asia/Turkey/Mediterranean Turkey/Mersin
5851 /World Localities/Europe/Western Europe/Benelux/Belgium/Flanders
5852 /World Localities/Europe/Western Europe/Benelux/Belgium/Wallonia
5853 /World Localities/Europe/Central & Eastern Europe/Austria/Burgenland
5854 /World Localities/Europe/Central & Eastern Europe/Austria/Carinthia
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5855 /World Localities/Europe/Central & Eastern Europe/Austria/Lower Austria
5856 /World Localities/Europe/Central & Eastern Europe/Austria/Salzburg
5857 /World Localities/Europe/Central & Eastern Europe/Austria/Styria
5858 /World Localities/Europe/Central & Eastern Europe/Austria/Tyrol
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
5862 /World Localities/Europe/Western Europe/Benelux/Netherlands/Flevoland
5863 /World Localities/Europe/Western Europe/Benelux/Netherlands/Friesland
5864 /World Localities/Europe/Western Europe/Benelux/Netherlands/Gelderland
5865 /World Localities/Europe/Western Europe/Benelux/Netherlands/Groningen
5866 /World Localities/Europe/Western Europe/Benelux/Netherlands/Limburg
5867 /World Localities/Europe/Western Europe/Benelux/Netherlands/North Brabant
5868 /World Localities/Europe/Western Europe/Benelux/Netherlands/North Holland
5869 /World Localities/Europe/Western Europe/Benelux/Netherlands/Overijssel
5870 /World Localities/Europe/Western Europe/Benelux/Netherlands/South Holland
5871 /World Localities/Europe/Western Europe/Benelux/Netherlands/Utrecht
5872 /World Localities/Europe/Western Europe/Benelux/Netherlands/Zeeland
5873 /World Localities/Europe/Western Europe/France/East France/Grand Est
5874 /World Localities/Europe/Western Europe/France/East France/Bourgogne-Franche-Comté
5875 /World Localities/Europe/Western Europe/France/South East France/Auvergne-Rhône-Alpes
5876 /World Localities/Europe/Western Europe/France/North France/Hauts-de-France
5877 /World Localities/Europe/Western Europe/France/North France/Normandy
5878 /World Localities/Europe/Western Europe/France/South West France/Occitanie
5879 /World Localities/Europe/Western Europe/France/South West France/Nouvelle-Aquitaine
1434 /Finance/Credit & Lending/Debt Collection & Repossession
1437 /Finance/Credit & Lending/Loans/Personal Loans/Short-Term Loans & Cash Advances