

CHECKLIST · AI AT WORK

Google is testing ads in AI Mode for people who connect Gmail

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- ☐ **Check whether Gmail is connected.** In your Google Account, open Search Services Personalization, then Additional Personal Intelligence, then Connected Content Apps.
 - ☐ **Disconnect it if you'd rather not.** Google says you can disconnect connected apps from Search at any time, and AI Mode still works without them.
 - ☐ **Decide on personalised ads.** At myadcenter.google.com, switch Personalized ads off if you want ads based only on things like topic and location.
 - ☐ **Clear your Search history too.** Disconnecting an app doesn't delete your Search Services History. Manage it at activity.google.com.
 - ☐ **Keep confidential email out of it.** Don't connect an account that holds client, health or financial information you wouldn't want a reviewer to read.
 - ☐ **Advertisers: check your campaign types.** List which of your Google Ads campaigns use broad match, AI Max, Performance Max or Shopping, since those are eligible for AI Mode ads.
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