

### **Confidentiality & Privacy**





### Today's presentation contains information that is **confidential and proprietary** to Yahoo

All confidential information being shared today is subject to terms and conditions of your non-disclosure agreement (or other agreement that contains confidentiality provisions) with Yahoo.

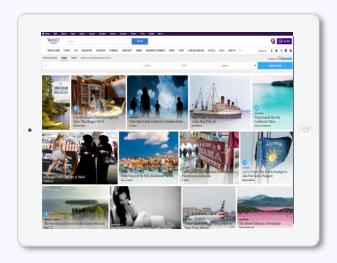
As a recognised leader in developing privacy-enhancing tools for consumers and a member of the NAI and DAA, Yahoo understands the importance of consumer trust and privacy.

Yahoo and its partners provide transparency about our data collection and use practices and extend several tools to empower consumers to manage their experience.

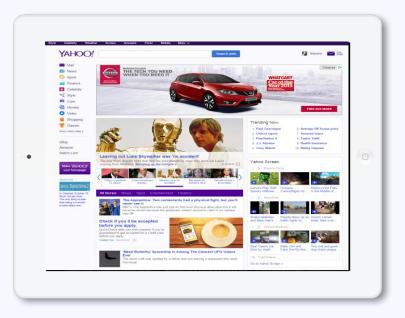


### **Data Collection**









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# Insights

# Audience



## Measurement

## tumblr.

Fastest growing social network















SLOW RVN

Sound Version:

VINE

INSTAGRAM

-With sounds of Trevor Something http://trevorsomething.bandca mp.com/

#gif #loop #nun #man #cyberpunk #retro

... = 0 4,544 notes









The Big, Scary Thing

A comic about my self-harm.

By Esme Blegvad.

Prookle Prooklemag #self-harm #self-hatre: 1,274 notes ... = 9









Eben rayboum: Floop: Ewaterpark: Ewater s-2,672 notes

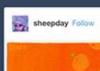
#### refinery29 Follow







850 notes









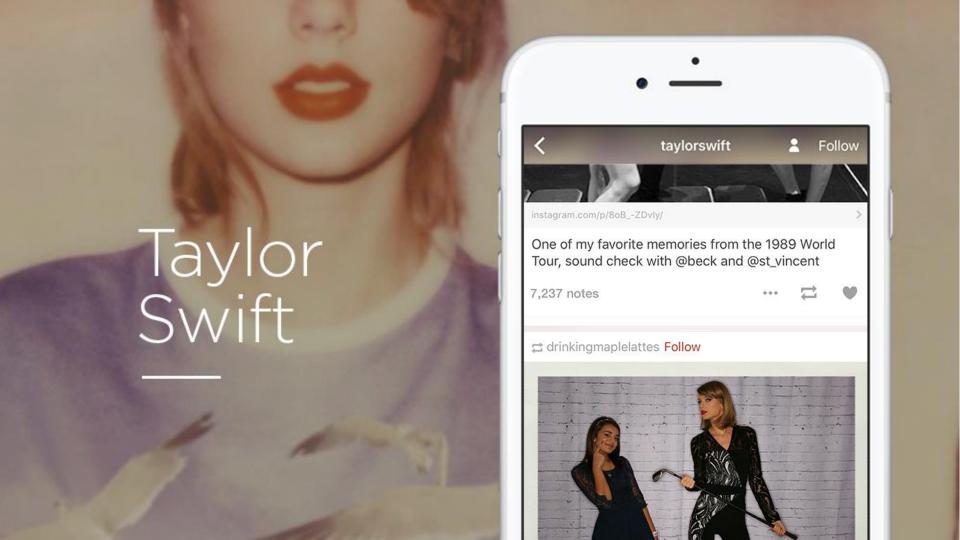
2,304 notes

















HOVER FOR LEGAL

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EXPLORE .

BE INSPIRED

SUBMIT

SEARCH

RECENT



The Scottish Highlands Let us take you on a trip around the majestic peaks and lochs of the Scottish highlands. Watch the full video here







As a medium sized city, Bristol's small mough to get around on foot, but large enough to keep you entertained.



210 notes















Spinnaker Tower Built in the shape of a sail to reflect Portsmouth's maritime heritage, the Spinnaker Tower ofters panoramic





Stowe Landscape Gardens Created by Lord Cobham, Stowe was considered one of the most degard gardens in 18th-century Britain, showcasing



☐ 241 notes





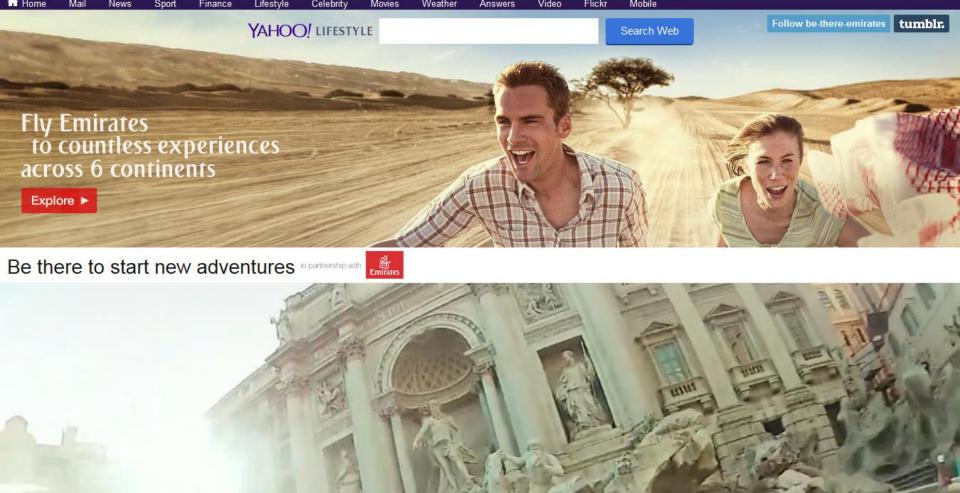


Sissinghurst Castle Spoinghurst Castle rises up out of the Weald of Kent like something from a fairytale. A ruined Elizabethan manor



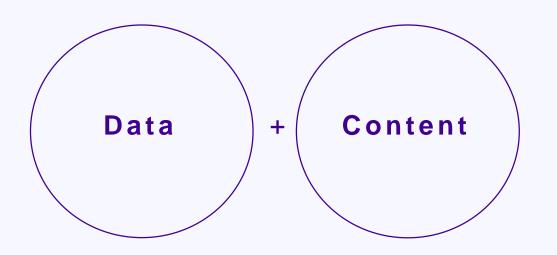








### **Driving your results**





#### **The Future**





## YAHOO!

Thank you

Grazie

**Danke** 

Merci

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