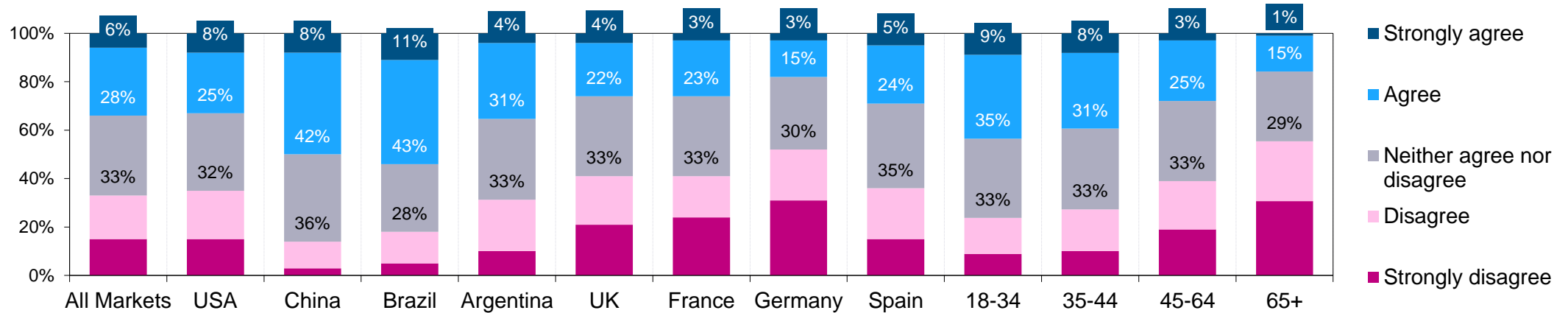


Relevance vs intrusiveness online: it's complicated !

"I like to see relevant advertisements based on my previous web browsing activities"



"I find it intrusive when I get advertising that has been targeted specifically to me because of things I have searched for or done online in the past"

