

## Online Advertising Options

### What we do

In order to understand how people use our site, and to serve ads based upon your interests, we collect data about your use of our site directly and through our partners. To find out more about how Green Dot uses data to tailor your web experience on our sites and at partner sites, and for other purposes, please click here to view our [privacy policy](#)

To better address your interest in Green Dot, we and our network advertisers may periodically show you Green Dot ads online for products and services in which you might be interested based on your visits to both our site and other websites. In order to do this, we need to place a cookie or other tracking device on your computer.

### How to opt out of online advertising

If you prefer to not receive Green Dot online ads in this manner, you can opt-out of some network advertising programs that use your information by tracking your browsing habits via cookies or other tracking devices. To do so you can use the Network Advertising Initiative (NAI) Opt-Out Tool. It shows you which advertising networks have placed cookies on your computer, and lets you opt-out of being tracked by them, should you wish to do so. To opt out of an NAI member's advertising program, simply follow the steps below:

1. Go to the NAI (Network Advertising Initiative) consumer opt-out page by clicking [here](#).
2. Check the box that corresponds to the company from which you wish to opt out. Alternatively, you can check the box labeled "Select All" and each member's opt-out box will be checked for you.
3. Next click the "Submit" button. The Tool will automatically replace the specified advertising cookie(s) and verify your opt-out status.

Opting out of a network does not mean you will no longer receive online advertising. It only means that the network from which you opted out will no longer deliver ads tailored to your Web preferences and usage patterns.