

## Personalised advertising - it's your choice

Independent, quality original journalism needs your support.  
**Please choose an option.**



### Accept personalised advertising and all cookies

We use cookies and similar technologies to support the Guardian and personalise your experience in other ways. To do this we work with a cross section of 133 partners.

or



### Reject all and subscribe to Guardian Ad-Lite for €5 per month

Read the Guardian website without personalised advertising. This does not include ad-free. You will still see non-personalised advertising and we may still use cookies and similar technologies to improve our site.

Some cookies are necessary to help our website work properly and can't be switched off. Find out more in our [privacy policy](#) and [cookie policy](#), and manage the choices available to you at any time by going to 'Privacy settings' at the bottom of any page.

Cookies and similar technologies collect information from your device and may be used to access personal data about you including page visits and IP addresses. We use this information about you, your devices and your online interactions with us to provide, analyse and improve our services. We use cookies and similar technologies for the following purposes:

[Accept all](#)

[Reject all and subscribe](#)

The AI  
first SC  
should simply ban it

If you already have Guardian Ad-Lite or read the Guardian ad-free, [sign in](#)

Get our [breaking news email](#), [free app](#) or [daily news podcast](#)