

Google Has Been Allowing Advertisers to Exclude Nonbinary People from Seeing Job Ads | The Markup

By Jeremy B. Merrill

February 12, 2021

Google’s advertising system allowed employers or landlords to discriminate against nonbinary and some transgender people, The Markup found.

Companies trying to run ads on YouTube or elsewhere on the web could direct Google not to show those ads to people of “unknown gender”—meaning people who have not identified themselves to Google as “male” or “female.” After being alerted to this by The Markup, Google pledged to crack down on the practice.

[...]

Source: [Google Has Been Allowing Advertisers to Exclude Nonbinary People from Seeing Job Ads | The Markup](#)