

Yahoo launches online consumer privacy tool

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(AP) -- Yahoo wants its users to know what it knows about them.

The Internet company is rolling out an online tool that allows consumers to see - and edit - the personal profiles that [Yahoo](#) has compiled about them based on their Web browsing behavior. Those profiles are used to target [Internet advertising](#).

Yahoo Inc.'s new Ad Interest Manager tool, released in test form on Monday, is part of a broader industry push toward self-regulation amid mounting concerns about online privacy in Washington.

The launch coincided with a Federal Trade Commission conference on Monday about behavioral advertising, a practice used by [Internet marketers](#) to track where people go and what they do online and mine that data to serve up targeted ads.

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