

Note: This is a marked up excerpt of [https://www.iab.com/wp-content/uploads/2017/11/IAB\\_Tech\\_Lab\\_Content\\_Taxonomy\\_V2\\_Final\\_2017-11.xlsx](https://www.iab.com/wp-content/uploads/2017/11/IAB_Tech_Lab_Content_Taxonomy_V2_Final_2017-11.xlsx).  
 Yellow highlighting denotes categories that likely to be GDPR Article 9 “special category” data identifiers in RTB bid requests. Grey highlighting denotes data that might be “special category” data. Other items of interest are marked in blue.



# Content Taxonomy Mapping

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Content Taxonomy version 2.0 final release November 2017

New Taxonomy ID	OLD RTB ID	OLD SUBJECT (v1)	New subject (v2)
	IAB14-3	Gay life	
	IAB25-5	Hate Content	
	IAB7-28	Incest/Abuse Support	
	IAB25-3	Pornography	
454	IAB23-2	Atheism/Agnosticism	Agnosticism
211	IAB8-5	Cocktails/Beer	Alcoholic Beverages
211	IAB8-18	Wine	Alcoholic Beverages
549	IAB17-4	Bodybuilding	Bodybuilding
312	IAB7-33	Orthopedics	Bone and Joint Conditions
458	IAB23-3	Buddhism	Buddhism
296	IAB7-24	Heart Disease	Heart and Cardiovascular Diseases
460	IAB23-6	Hinduism	Hinduism
461	IAB23-7	Islam	Islam
462	IAB23-8	Judaism	Judaism
301	IAB7-37	Psychology/Psychiatry	Mental Health
305	IAB6-7	Pregnancy	Pregnancy
307	IAB7-39	Sexuality	Sexual Health
309	IAB7-19	Dermatology	Skin and Dermatology
310	IAB7-40	Sleep Disorders	Sleep Disorders
237	IAB7-41	Smoking Cessation	Smoking Cessation
136	IAB5-14	Special Ed	Special Education
199	IAB6-8	Special Needs Kids	Special Needs Kids

311	IAB7-42	Substance Abuse	Substance Abuse
293	IAB7-43	Thyroid Disease	Thyroid Disorders
231	IAB7-44	Weight Loss	Weight Loss
301	IAB7-2	A.D.D.	Mental Health
297	IAB7-3	AIDS/HIV	Infectious Diseases
453	IAB23-1	Alternative Religions	Religion & Spirituality
214	IAB8-1	American Cuisine	World Cuisines
312	IAB7-6	Arthritis	Bone and Joint Conditions
300	IAB7-7	Asthma	Lung and Respiratory Health
301	IAB7-8	Autism/PDD	Mental Health
410	IAB13-1	Beginning Investing	Personal Investing
301	IAB7-9	Bipolar Disorder	Mental Health
465	IAB15-9	Botany	Biological Sciences
313	IAB7-10	Brain Tumor	Disorders
314	IAB7-11	Cancer	Cancer
459	IAB23-4	Catholicism	Christianity
306	IAB7-12	Cholesterol	Blood Disorders
313	IAB7-13	Chronic Fatigue Syndrome	Disorders
287	IAB7-14	Chronic pain	Diseases and Conditions
315	IAB7-15	Cold/Flu	Cold and Flu
289	IAB7-16	Deafness	Ear, Nose and Throat Conditions
301	IAB7-18	Depression	Mental health
290	IAB7-20	Diabetes	Endocrine and Metabolic Diseases
313	IAB7-21	Epilepsy	Disorders
318	IAB7-22	GERD/Acid Reflux	Digestive Disorders
313	IAB7-23	Headaches/Migraines	Disorders
318	IAB7-27	IBS/Crohn's Disease	Digestive Disorders
388	IAB11-1	Immigration	Political Issues
318	IAB7-29	Incontinence	Digestive Disorders
304	IAB7-30	Infertility	Infertility
459	IAB23-9	Latter-Day Saints	Christianity
453	IAB23-10	Pagan/Wiccan	Religion & Spirituality
301	IAB7-34	Panic/Anxiety Disorders	Mental Health
	IAB14-8	Ethnic Specific	
	IAB25-2	Extreme Graphic/Explicit Violence	
656	IAB20-2	Africa	Africa Travel
658	IAB20-4	Australia & NZ	Australia and Oceania Travel
190	IAB6-9	Eldercare	Eldercare
659	IAB20-14	Europe	Europe Travel
223	IAB7-35	Pediatrics	Healthy Living
223	IAB7-38	Senior Health	Healthy Living
234	IAB7-25	Herbs for Herbs	Herbs and Supplements

228	IAB7-31	Men's health	Men's Health
662	IAB20-23	South America	South America Travel
212	IAB8-16	Vegan	Vegan Diets
213	IAB8-17	Vegetarian	Vegetarian Diets
238	IAB7-45	Women's Health	Women's Health
660	IAB20-8	By US Locale	North America Travel
214	IAB8-3	Cajun/Creole	World Cuisines
660	IAB20-10	Canada	North America Travel
660	IAB20-11	Caribbean	North America Travel
214	IAB8-4	Chinese Cuisine	World Cuisines
659	IAB20-13	Eastern Europe	Europe Travel
659	IAB20-15	France	Europe Travel
214	IAB8-11	French Cuisine	World Cuisines
659	IAB20-16	Greece	Europe Travel
214	IAB8-13	Italian Cuisine	World Cuisines
659	IAB20-19	Italy	Europe Travel
657	IAB20-20	Japan	Asia Travel
214	IAB8-14	Japanese Cuisine	World Cuisines
379	IAB11	Law, Govt and Pol.	News and Politics
214	IAB8-15	Mexican Cuisine	World Cuisines
662	IAB20-21	Mexico & Central America	South America Travel
659	IAB20-27	United Kingdom	Europe Travel
	IAB26	Illegal Content	
	IAB26-1	Illegal Content	
189	IAB14-2	Divorce support	Divorce