Responsible NLP Checklist

Paper title: *Real-time Ad Retrieval via LLM-generative Commercial Intention for Sponsored Search Advertising*

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How to read the checklist symbols:

☑ the authors responded 'yes'

☒ the authors responded 'no'

N/A the authors indicated that the question does not apply to their work

☐ the authors did not respond to the checkbox question

For background on the checklist and guidance provided to the authors, see the Responsible NLP Checklist page at ACL Rolling Review.

☑ **A. Questions mandatory for all submissions.**

☑ A1. Did you describe the limitations of your work?
This paper has a Limitations section.

☒ A2. Did you discuss any potential risks of your work?
RARE is a retrieval model that operates stably in real-world scenarios and has no potential malicious or unintended harmful effects or uses. The data used by RARE is all desensitized data and does not involve any privacy issues.

☑ **B. Did you use or create scientific artifacts? (e.g. code, datasets, models)**

☑ B1. Did you cite the creators of artifacts you used?
Section 4 cites creators of artifacts.

☒ B2. Did you discuss the license or terms for use and/or distribution of any artifacts?
The models used in this article are in the public domain and have been licensed for research purposes, and the data have been used with the consent of their copyright holders.

☑ B3. Did you discuss if your use of existing artifact(s) was consistent with their intended use, provided that it was specified? For the artifacts you create, do you specify intended use and whether that is compatible with the original access conditions (in particular, derivatives of data accessed for research purposes should not be used outside of research contexts)?
Section 4

N/A B4. Did you discuss the steps taken to check whether the data that was collected/used contains any information that names or uniquely identifies individual people or offensive content, and the steps taken to protect/anonymize it?
The datasets we use are all desensitized datasets, do not contain any personal information, and are not open source to protect the rights and interests of the company and customers.

☑ B5. Did you provide documentation of the artifacts, e.g., coverage of domains, languages, and linguistic phenomena, demographic groups represented, etc.?
Section 4 contains data reports and model cards.

The Responsible NLP Checklist used at ACL Rolling Review is adopted from NAACL 2022, with the addition of ACL 2023 question on AI writing assistance and further refinements based on ARR practice.

☑ B6. Did you report relevant statistics like the number of examples, details of train/test/dev splits, etc. for the data that you used/created?
Section 4 introduces the sample size and the details of the division of training/development datasets.

☑ **C. Did you run computational experiments?**

☑ C1. Did you report the number of parameters in the models used, the total computational budget (e.g., GPU hours), and computing infrastructure used?
Section 4 introduces the model parameters used and other information.

☑ C2. Did you discuss the experimental setup, including hyperparameter search and best-found hyperparameter values?
Section 4 introduces the hyperparameter search and best-found hyperparameter values.

☑ C3. Did you report descriptive statistics about your results (e.g., error bars around results, summary statistics from sets of experiments), and is it transparent whether you are reporting the max, mean, etc. or just a single run?
Section 4 shows system time statistics for different output lengths

☑ C4. If you used existing packages (e.g., for preprocessing, for normalization, or for evaluation, such as NLTK, SpaCy, ROUGE, etc.), did you report the implementation, model, and parameter settings used?
Section 4 introduces the calculation method and source of evaluation indicators.

☒ **D. Did you use human annotators (e.g., crowdworkers) or research with human subjects?**

N/A D1. Did you report the full text of instructions given to participants, including e.g., screenshots, disclaimers of any risks to participants or annotators, etc.?
No human subjects were involved in this work.

N/A D2. Did you report information about how you recruited (e.g., crowdsourcing platform, students) and paid participants, and discuss if such payment is adequate given the participants' demographic (e.g., country of residence)?
No human subjects were involved in this work.

N/A D3. Did you discuss whether and how consent was obtained from people whose data you're using/curating (e.g., did your instructions explain how the data would be used)?
No human subjects were involved in this work.

N/A D4. Was the data collection protocol approved (or determined exempt) by an ethics review board?
No human subjects were involved in this work.

N/A D5. Did you report the basic demographic and geographic characteristics of the annotator population that is the source of the data?
No human subjects were involved in this work.

☒ **E. Did you use AI assistants (e.g., ChatGPT, Copilot) in your research, coding, or writing?**

N/A E1. If you used AI assistants, did you include information about their use?
No artificial intelligence assistant was used in this work.