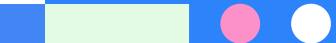


The Time to Prepare for Third-Party Cookie Deprecation is Now.



Gaby Jenkins

Partner, Privacy Sandbox



Privacy Sandbox

keeps people's
activity private
across a free and
open internet






Two major milestones



APIs reach general availability on Chrome



Tracking Protection rolls out to 1% of Chrome users globally



A change that's
necessary and
achievable



20+ new technologies and privacy-focused changes



Relevance

Topics, Protected Audience

Measurement

Attribution Reporting,
Private Aggregation,
Aggregation Service

Cross-Site Privacy Boundaries

Fenced Frames, Shared Storage,
CHIPS, Related Website Sets,
SameSite Cookies, Storage
Partitioning

Address Covert Tracking

User-Agent Client Hints,
Federated Credential Management,
IP Privacy Protection, SDK Runtime

Fight Spam & Fraud

Private State Tokens

**Key proposals, not an
exhaustive list*

Critical user journeys could be impacted with 3PCD

Content

Browsing / Navigating Content (P0)

Reading content (P1)

Consuming content from other sources (e.g. Twitter or video embeds)

Listening to content

Purchasing content

Rating content

Reading reviews

Saving and Bookmarking

Sharing content

Submitting User-Generated Content

Subscribing to feeds

Watching content

Shopping

Checkout (P1)

Cart Management

Comparing products

Discovering the product

Finding the right product

Getting Product details and description

Learning about products

Order Tracking

Returning the product

Tracking orders

Customer Service

Contacting Support

Getting help

Receiving the product

Identity

Creating an Account

Logging in

Managing Subscriptions

Managing User Profile



Is the industry building on **Privacy Sandbox**, and can it be ready for **third-party cookie deprecation**?



adform

adikteev

ADJUST

Adlook

Adobe Advertising Cloud

AppsFlyer

audigent.

blendee
MARKETING OPERATING SYSTEM

branch

braze

captify.

ClearSale

CRIMTAN®
Intelligent Lifecycle marketing

CRITEO

CyberAgent Group

Digital Turbine

EXADS

Google

Index Exchange

inMOBI

iQOO

KOCHAVA★

LY

Magnite

MEDIAVINE

mercado libre

MiQ

MOLOCO

NextRoll

nexxen

ogury

ONEPLUS

netag

OpenX.

oppo

outbrain

PrimeAudience

PubMatic

Quantcast

Raptive

realme

Relay42

Remerge

Retargetly

RevX
powered by affile

RTB HOUSE =

SAMSUNG

SEEDTAG

singular

SMN

Taboola

tail
by TOTVS

Teads

triplelift

Unity

VERVE GROUP

vivo

Voodoo

VWO

weborama
the Data Intelligence Platform

mi

yahoo!



Will the **Privacy Sandbox** be able to **replace the functionality** of **third-party cookies**?





Privacy Sandbox APIs
**support business goals
and preserve privacy**






What happens
to the Privacy Sandbox
**after third-party cookie
deprecation?**





Privacy
Sandbox



Continually
**raising the bar on
privacy and utility**
through collaboration
and innovation

Are you ready?



The time to act is now...

- **Marketers**

Check with your agency and ad techs on adopting privacy-first solutions

- **Publishers**

Work with your tech partners on privacy-led approaches to monetization

- **Everyone**

Prepare your site for upcoming changes using our Cookie Analysis tool



g.co/PrivacySandbox/Ready