

Update on Privacy Sandbox

August 29th, 2023

Privacy & Chrome Partnerships

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Context: Evolving Privacy Landscape



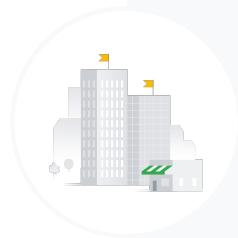
User Expectations

80% believe data protection is very important*.



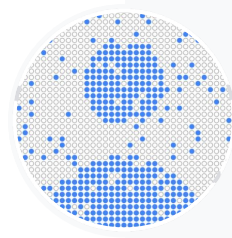
Modern Privacy Regulations

65% of the world's population expected to be covered by 2023*.



Business Incentives

Investment in durable, privacy-centered products.



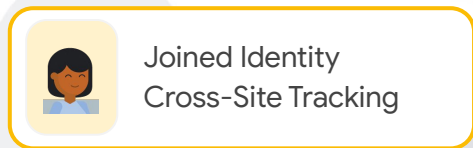
Technology Innovation

New approaches are possible.

*Source: Avast Digital Citizenship Report: Post-Pandemic Online Behavior, 2021

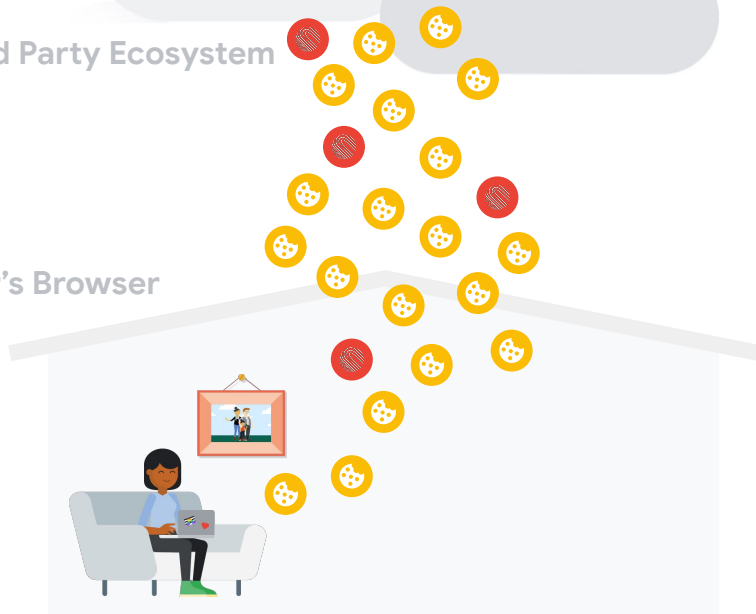


Today

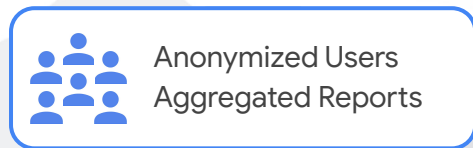


Third Party Ecosystem

User's Browser

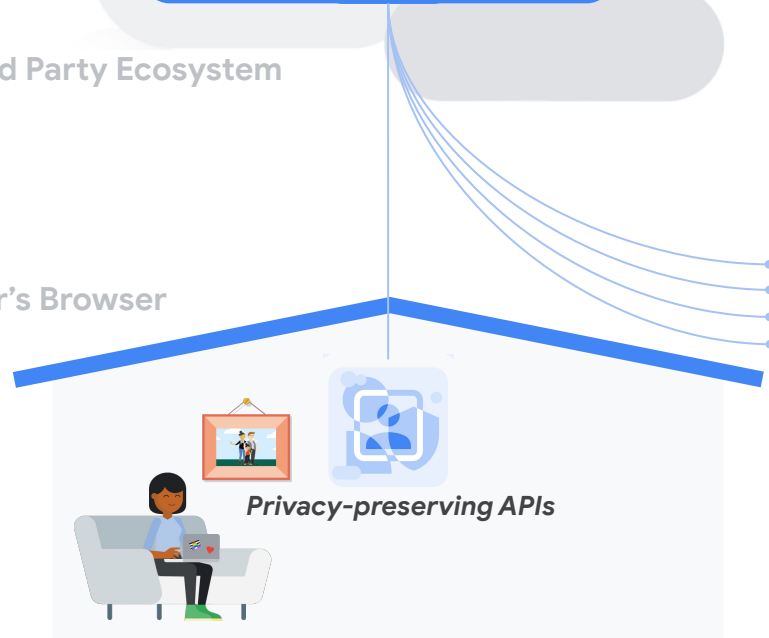


Future



Third Party Ecosystem

User's Browser



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, First Party Sets, SameSite
Cookies, Storage Partitioning



Address Covert
Tracking

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



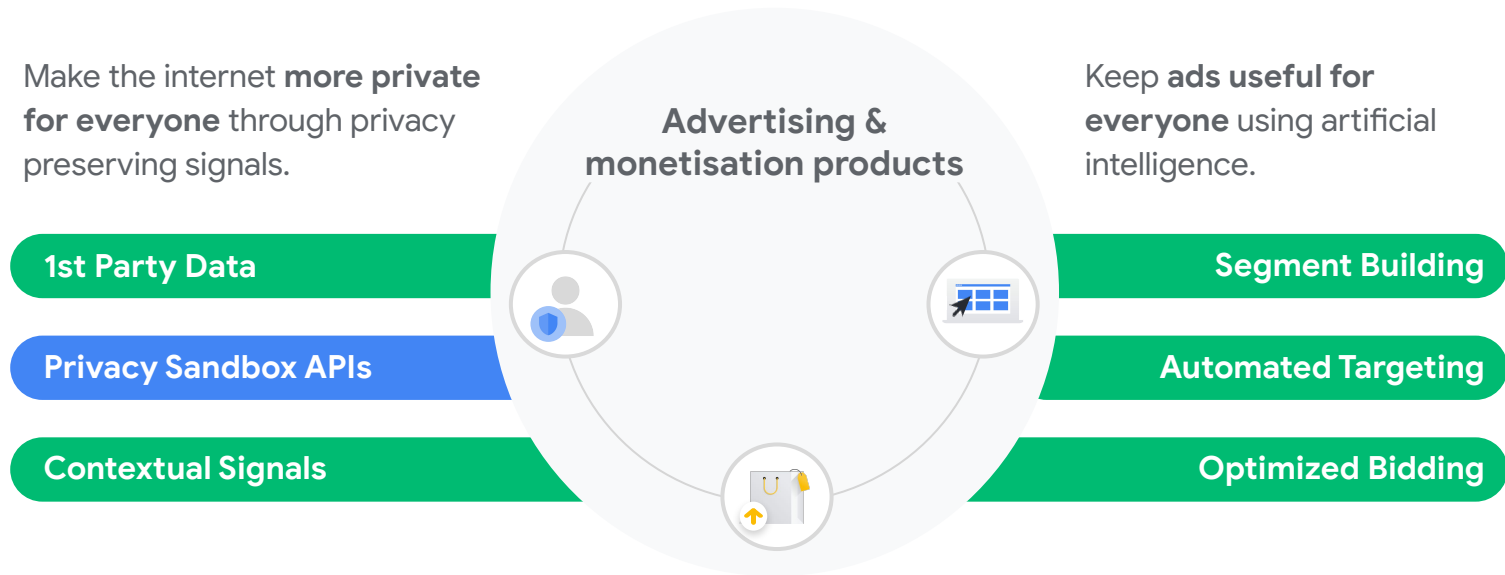
Fight Spam &
Fraud

Private State Tokens

Ads
APIs

**Key proposals, not an
exhaustive list*

Developing privacy-preserving digital advertising: Privacy Sandbox is one of the building blocks

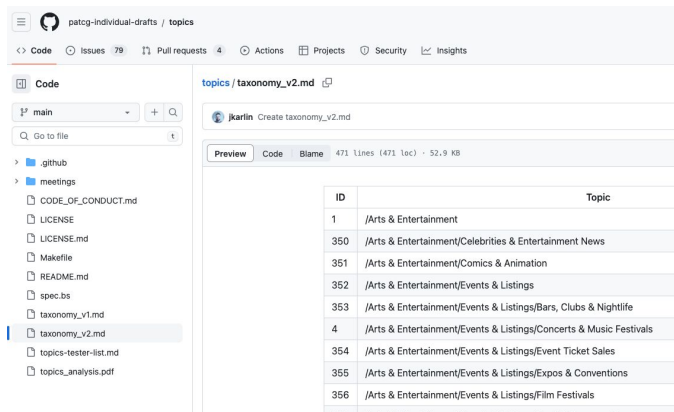


Updates

Topics v2: Enhanced commercial values for returned topics

Taxonomy list update (v2)

- **280** commercially high-value topics added
- **160** commercially low-value topics removed
- "observation" to include all ancestors of a given topic



Screenshot of a GitHub repository showing the 'topics/taxonomy_v2.md' file. The file contains a list of topics with their IDs and full paths.

ID	Topic
1	/Arts & Entertainment
350	/Arts & Entertainment/Celebrities & Entertainment News
351	/Arts & Entertainment/Comics & Animation
352	/Arts & Entertainment/Events & Listings
353	/Arts & Entertainment/Events & Listings/Bars, Clubs & Nightlife
4	/Arts & Entertainment/Events & Listings/Concerts & Music Festivals
354	/Arts & Entertainment/Events & Listings/Event Ticket Sales
355	/Arts & Entertainment/Events & Listings/Expos & Conventions
356	/Arts & Entertainment/Events & Listings/Film Festivals

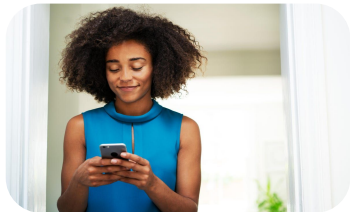
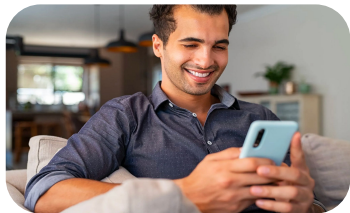
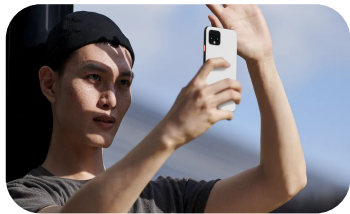
/Shopping/Apparel/Footwear/**Boots**

→ **Boots**

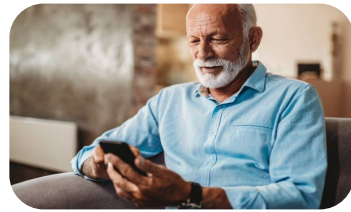
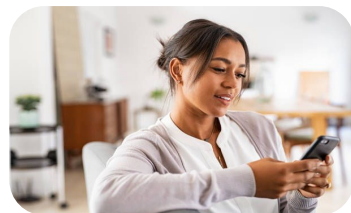
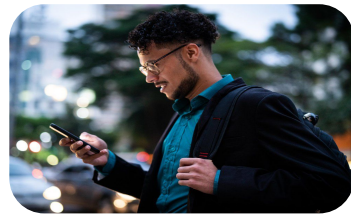
/Shopping/Apparel/Footwear/**Boots**

→ **Shopping, Apparel, Footwear, Boots**

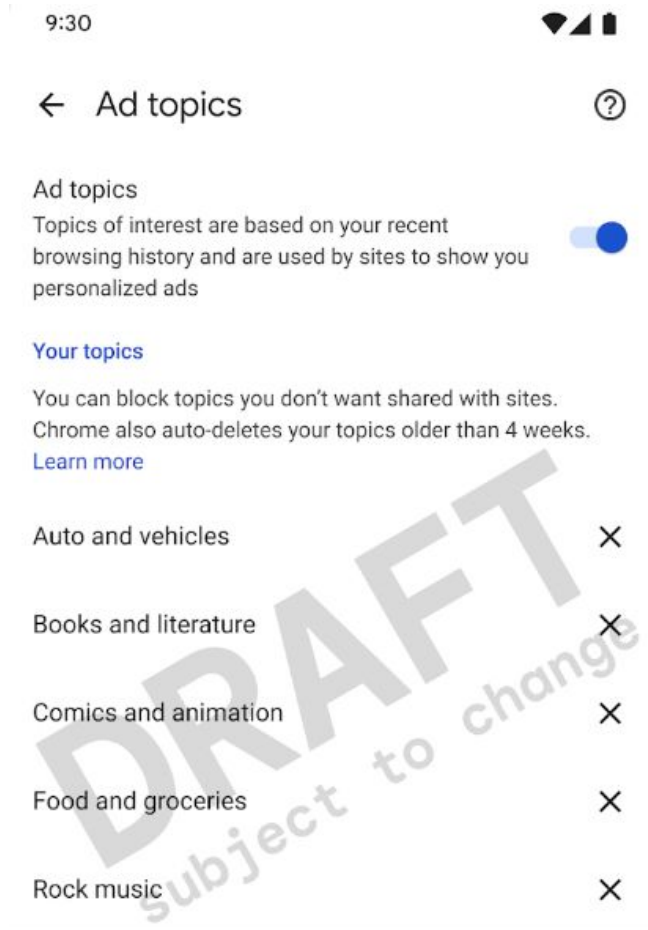
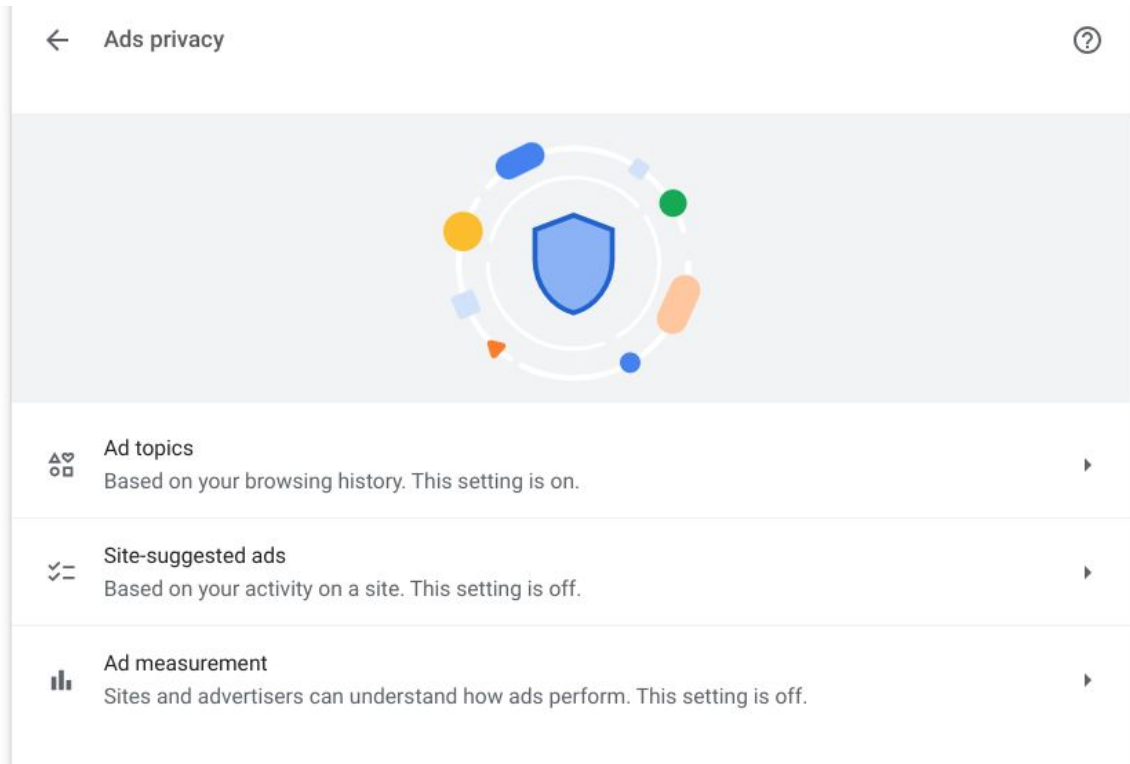




Available to 100% of Chrome users, starting Chrome 115



New ads privacy settings in Chrome



Start testing with **Chrome facilitated testing modes**

Mode A: Opt-in testing

Mode B: 1% third-party cookie deprecation



Identify upcoming and/or active testers via **Github** **tester lists** and their respective plans

Table - Direct Integrations

Company / Party	Role in testing	Est. Testing Timeframe	Link to testing plan and/or learnings	How to contact you
Criteo	DSP			privacy-sandbox-testing@criteo
Teads	SSP & DSP			privacysandbox@teads.com
NextRoll	DSP	2024-01-30	coming soon	privacysandbox@nextroll.com
OpenX	SSP	Limited testing in progress		joel.meyer@openx.com
RTB House	DSP	Continuous testing ongoing; long term commitment.	https://blog.rtbhouse.com/whitepaper-deep-insights-from-early-fledge-experiments/	privacysandbox@rtbhouse.com

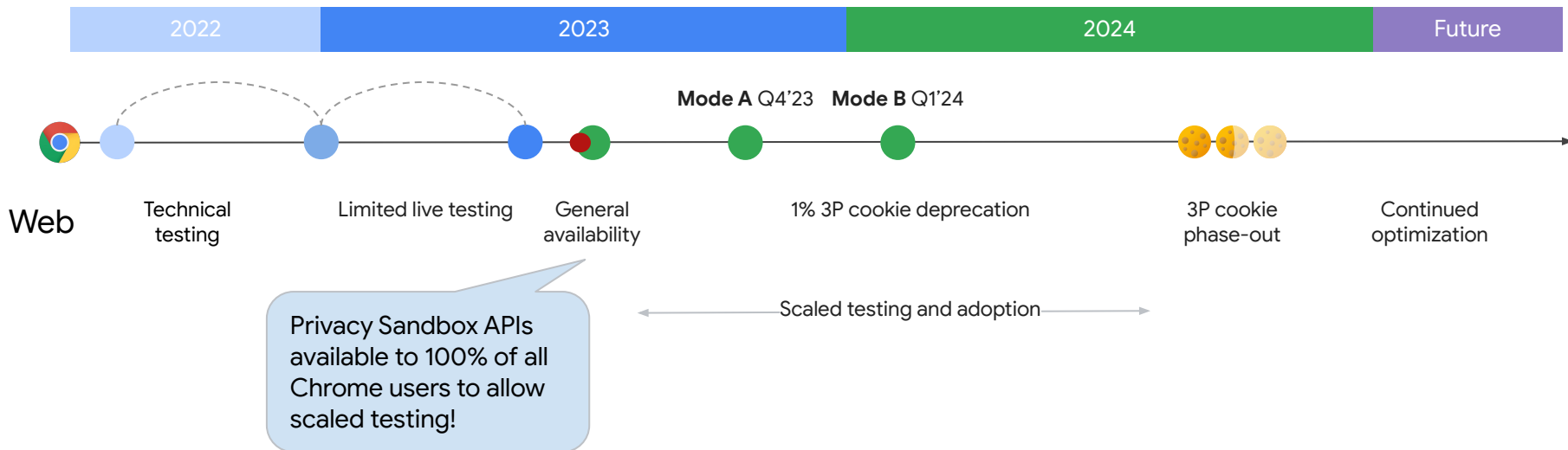




Summary

High-Level Timelines

General availability is just around the corner! 3p cookie deprecation will commence in **<400 days!**





<400 100 0