



Privacy
Sandbox



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Privacy Sandbox



Leading industry
players are preparing
for the cookieless future

Are You Ready?

Together, we
can make the
internet more
private for all.



Privacy
Sandbox



Private at its core.



Useful for businesses.

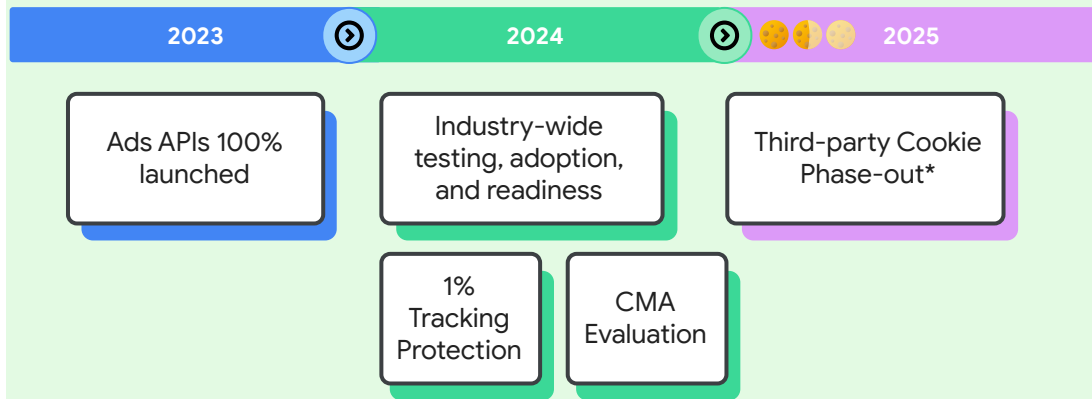


Guided by openness.

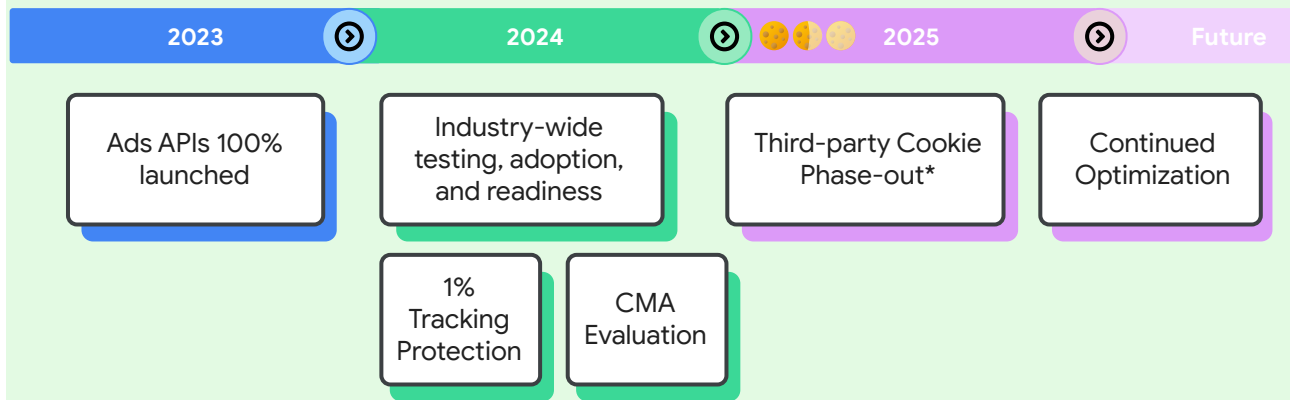


“ Why did the timeline get delayed and what happens after third-party cookie deprecation in Chrome? ”

Ecosystem-wide
change requires
years-long
commitment to
innovation and
iteration.



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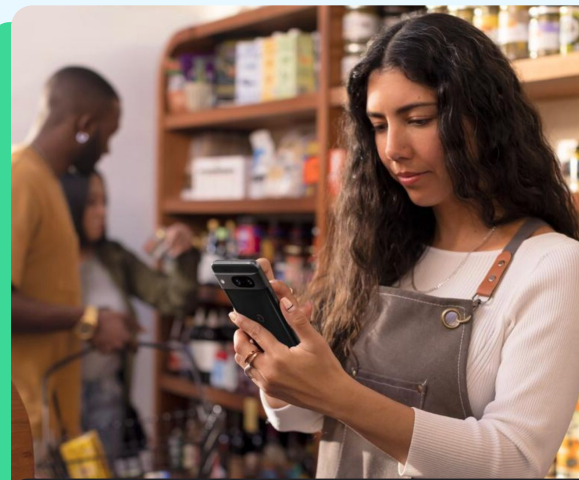
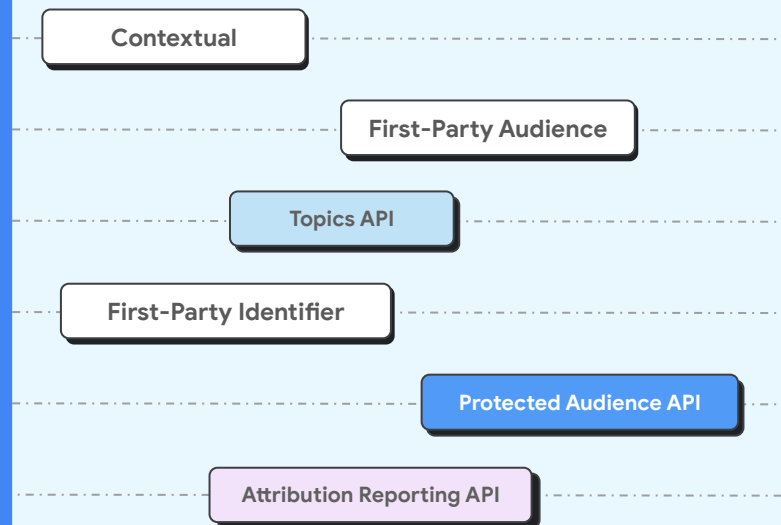


“Is Privacy Sandbox a one-to-one replacement for cookies or cross-site identifiers?”

The Privacy Sandbox APIs work in **combination with other privacy-preserving signals**, like first-party and contextual data.



Supporting the online experiences that consumers love and rely on.



Helping businesses reach consumers and deliver products and services.



“What should advertisers and publishers be doing now to prepare?”



**Third-party
cookies also
enable critical
site features.**

The screenshot shows the web.dev website in a browser. The page has a blue header with the web.dev logo and navigation links: About, Blog, Articles, and More. Below the header is a blue banner with the text "Guidance to build modern web experiences that work on any browser". The main content area has the heading "Building a better web, together" and a paragraph: "We want to help you build beautiful, accessible, fast, and secure websites that work cross-browser, and for all of your users. This site is our home for content to help you on that journey, written by members of the Chrome team, and external experts." At the bottom of the main content area is a blue button labeled "ABOUT WEB.DEV".

Overlaid on the right side of the browser window is the Chrome DevTools Privacy Sandbox panel. It features a toggle for "Disable CDP" which is turned on. Below this are two circular progress indicators: "1st Party Cookies" with a value of 5 and "3rd Party Cookies" with a value of 63. Underneath these are four categories of cookies: Functional (10), Marketing (17), Analytics (19), and Uncategorized (22). At the bottom of the panel, it says "Inspect cookies in the 'Privacy Sandbox' panel of DevTools".

goo.gle/psat



Talk to your
**third-party
providers** to
understand their
solutions.



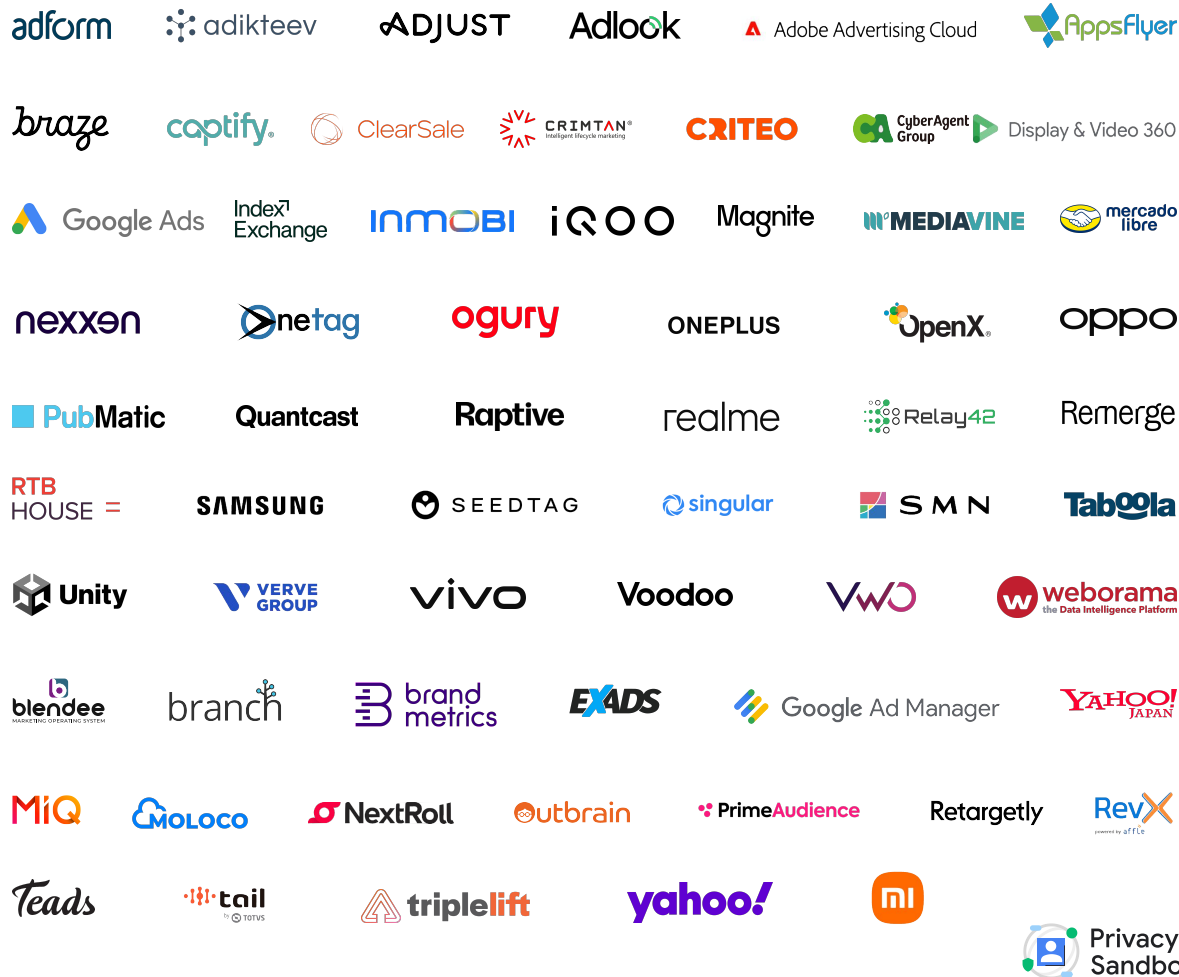
In most cases, your
**providers will do
the heavy** lifting but
they need your
feedback.



“

Is the advertising industry
building on Privacy
Sandbox? ”

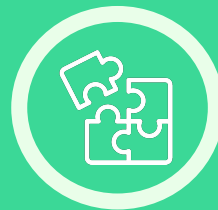
The Privacy Sandbox is an industry-wide initiative.



Companies are
**building new
solutions** using the
Privacy Sandbox
technologies.



REACH



RELEVANCE



Are you ready? The time to prepare for the cookieless future is Now.

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**Hanne
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Director, Privacy
Sandbox



**Lukasz
Abgarowicz**
Global VP of Sales





Join us in building a more private internet.



Google

Third-party technology providers

1. Explore the Privacy Sandbox APIs
2. Integrate the APIs to help your business support customer needs
3. Reach out to customers for input and awareness of changes

Publishers, advertisers, site owners

1. Audit your site(s) functionality without third-party cookies
2. Support advertising effectiveness testing with your providers
3. Speak up about additional needs

The time to act is now

Scan the QR code for actionable guides designed for Marketers, Publishers & Ad Techs



g.co/PrivacySandbox/Ready