The future of privacy - and how you can prepare

What is the Privacy Sandbox?

An effort inviting the web community to collaborate on developing privacy-first alternatives to third-party cookies.

How will the Privacy Sandbox do this?

<table>
<thead>
<tr>
<th>Use case</th>
<th>Privacy-preserving strategy</th>
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<tbody>
<tr>
<td>Show people ads based on their interests</td>
<td>Advertise to large groups, not individuals. Put people into large groups with similar interests instead of tracking individuals across the web to determine each person's interests.</td>
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<tr>
<td>Find people who are interested in what your brand offers</td>
<td>Advertise to large groups specific to a business. Keep people anonymous by putting limits on data when their actions are reported instead of measuring what people do on the web in a way that could identify them.</td>
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<tr>
<td>Match conversions with an ad you showed people on the web</td>
<td>Report that a purchase happened, not who made it. Design technology to work on-device so that a person's data stays there, and stays private, instead of having companies collect information about people.</td>
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The Privacy Sandbox also includes proposals for preventing things like ad fraud and device fingerprinting - where data about a device is collected to try and identify the device's owner.

How will we get there?

Stage 1: Proposals generally start with public evaluation and experimentation of open-source browser technologies, where companies come together to discuss, test and provide feedback.

Stage 2: That technology is then launched as features in Chrome and any browsers that decide to adopt the new technology.

Note: Google and other ad tech companies will do most of the work, switching from third-party cookies to these privacy-first alternatives behind the scenes, so advertisers and publishers can still be able to buy and sell ads on the platforms you rely on today — but through technology that is private by design.

What can you do now?

Important steps you can take today that will work well alongside the Privacy Sandbox technologies when they're ready:

Build direct relationships
Tag your website with a comprehensive, first-party tagging solution.

Use automation and machine learning
Learn about conversion modeling. Try Smart Bidding.

To learn more, go here.