

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?

Use case	Privacy-preserving strategy
Show people ads based on their interests	 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.
Find people who are interested in what your brand offers	 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.
Match conversions with an ad you showed people on the web	 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.



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**.