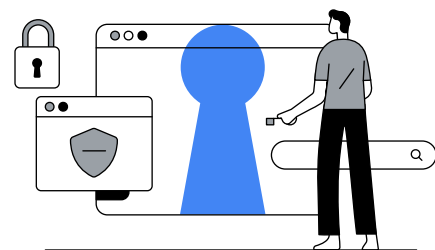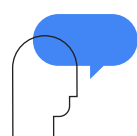# The power of preparing now:
Steps businesses can take today to prepare for a privacy-first future

## The internet and advertising: a changing privacy environment

People expect companies to respect their privacy. They're also increasingly aware of the importance of privacy and how their personal information gets collected and used.

48% of people globally have stopped buying or using a service from a company due to privacy concerns

Source: The Digital Tipping Point 2019 Retail Report from Womble Bond Dickinson
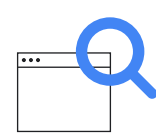
4 out of the top 5 countries that searched for online privacy (in english) were from APAC

Source: Google trends, July 9, 2021

Policy makers are creating new privacy regulations and technology platforms are fundamentally changing the ways user data is collected, shared and measured, providing users with greater transparency and control over their privacy.

Technology changes	and	New privacy regulations
Technology companies have also made changes - e.g., web browsers and mobile operating systems have blocked certain types of cookies and mobile identifiers, the main technology used to personalize ads.		**Laws** have been passed around the world with new requirements for collecting and using data online. Examples of this are GDPR, California Consumer Privacy Act as well as a series of evolving regulations across APAC.

Act today:
Effective advertising and user privacy can go hand in hand.

Suggested steps to improve your approach to data privacy, while still delivering business results.

Advertisers	Publishers

Collect

Consider what a first-party data strategy looks like for your business. Think about the **value exchange** you are offering users in return for sharing their data.

Collect and manage user data **responsibly** by providing clear privacy policies and ensuring that you offer users **transparency, choice, and control.**

Advertisers	Publishers
Implement durable **tagging solutions** (across your websites and apps) and leverage **first-party data, and CRM data** for personalized marketing. Improve first-party data usage by adding **more data sources,** fresher data, smarter segments and audience expansion.	Audit your **advertising & data partners** to ensure privacy-first policies. Implement a Customer Data Platform (CDP) or Data Management Platform (DMP) to **collect and store audience data** for use downstream. Pass **first-party signals to buyers** to increase monetization value.

Analyze

Proper tracking and measurement can help ensure that you're seeing a **representative view of performance across channels**, letting you **generate insights and adjust your strategy** accordingly.

Advertisers	Publishers
Be flexible with how you **measure results** and use the insights to understand what matters to your users. Use automation and machine learning solutions to **model conversions** to fill in the gaps in data.	Use the data to **understand user engagement** with content, produce more of what works. Use your data to **segment your audiences** and optimize their experiences. Leverage audience segments to **monetize effectively** across both ads and other revenue-generating solutions (e.g. subscriptions).

Activate

Modeling and automation help to **maximize your own data** by augmenting what user data is available and capitalizing on other available signals.

Advertisers	Publishers
Manage and align your data & ad platforms & cloud infrastructures, so that you can use machine learning to **analyze the data for insights / predict outcomes**.	Ingest anonymized audience segments from your CDP or DMP into Google Ad Manager using Publisher Provided Identifiers (PPIDs). Consolidate and secure your data in Google Cloud, so that you you can use machine learning to **predict outcomes and optimize revenue** without compromising user privacy. Leverage **Privacy-forward ads solutions** to monetise content, such as Publisher Provided Identifiers, encrypted signals, and contextual signals using Key-values.

Experiment

Be ready to adopt privacy-preserving technologies

Get involved and work with your agencies/in-house teams or local industry bodies to contribute to the development of the **Privacy Sandbox**. This is an open-source effort to develop new and more private advertising technologies (using techniques like aggregation, anonymization, on-device processing, and others) to select the right ads for people, protect them against fraud, measure results effectively, and protect businesses against ad fraud.

Google

Find out more details on how to succeed in a privacy-first future with the **Advertiser** and **Publisher** Privacy Playbooks.