Privacy Sandbox: Journey & Outlook
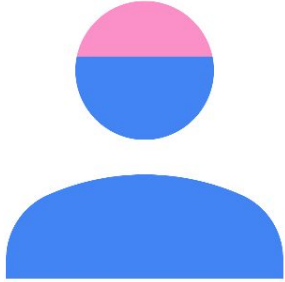
Lidia Schneck

Privacy & Chrome Partnerships

Google
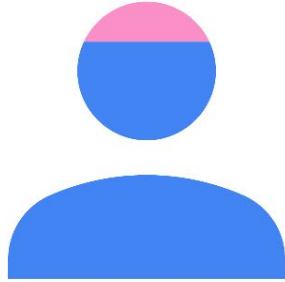
06.09.2023 – subject to change

Google

80%

People concerned about their online privacy

85%

People that want brands to invest in more private technologies

What is Privacy Sandbox?

Protect user privacy
while supporting business models that keep
a healthy digital ecosystem
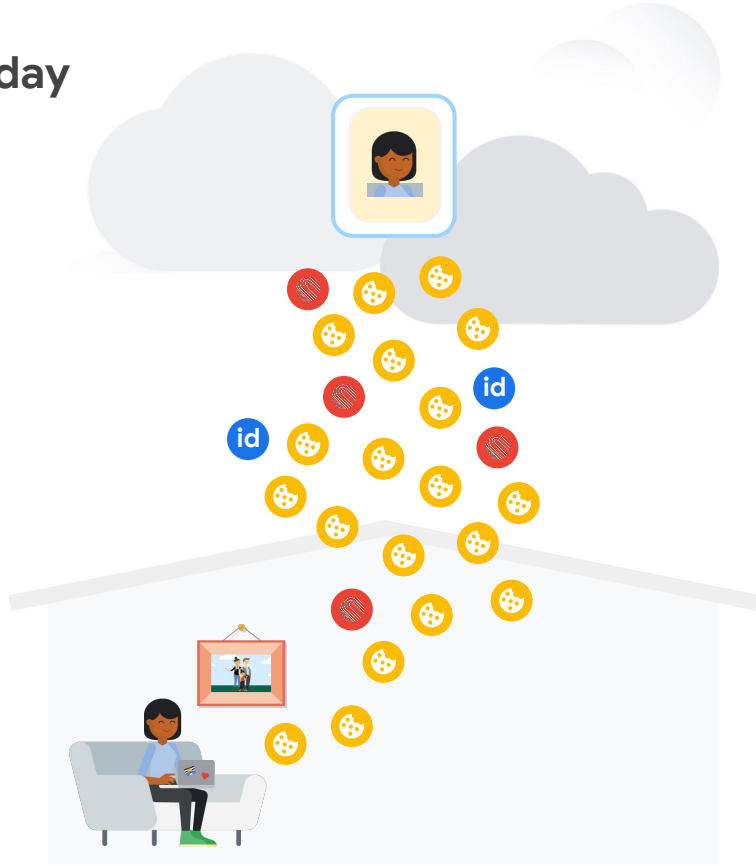
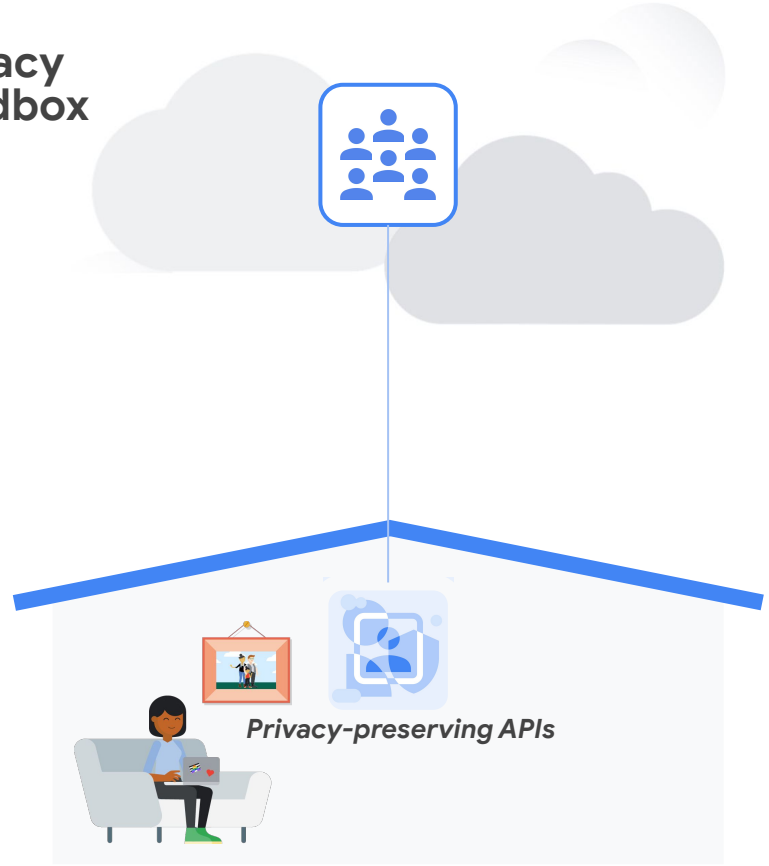**USER PRIVACY BY DEFAULT**

HEALTHY ECOSYSTEM

Privacy Sandbox is a paradigm shift

Today

Privacy Sandbox

Privacy-preserving APIs

Privacy Sandbox
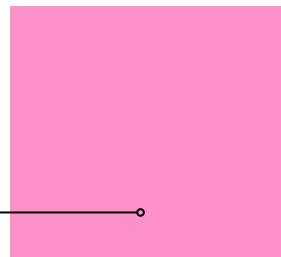
Google

How does it work?
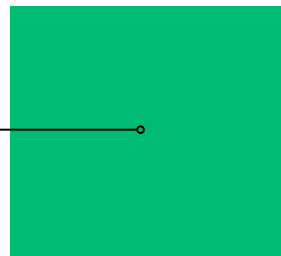
Main Ads APIs

Topics
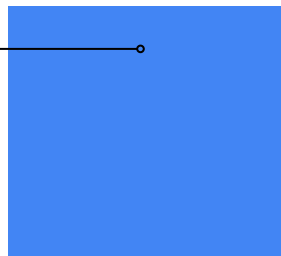
High-level interest categories

Protected Audiences

Remarketing and custom audiences

Attribution Reporting

Advertising conversion measurement

Topics Proposal Overview

1 Sites are mapped to a public list of human-curated, **recognizable topics**.

(e.g. Travel, Cooking & Recipes, Cycling)

2 Each epoch, a user's browser converts their site history to a handful of **"top topics"** for the epoch.
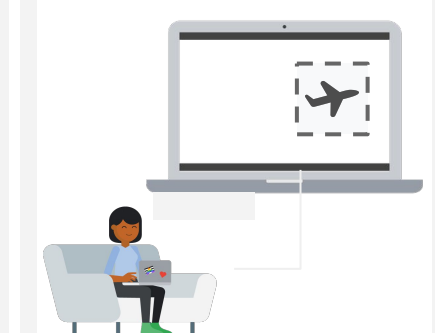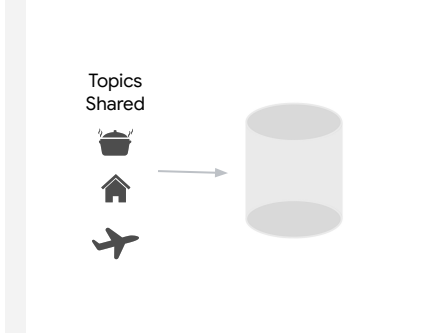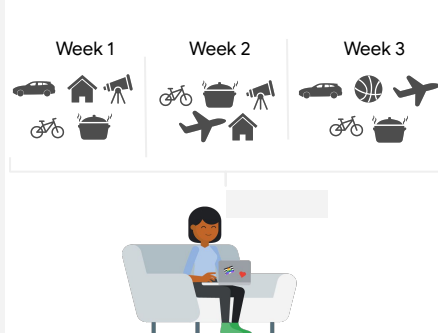
(People can view, remove or opt out.)

3 When the user visits a site that calls Topics API, the user's browser shares a **limited set** of "top topics."

(With privacy measures to prevent re-identification across sites.)

4 Advertisers use topics as a **signal** to help deliver relevant ads.

(Topics can be used in combination with other signals, like contextual)
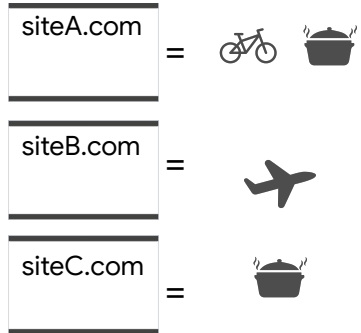
Integration Overview / Data Flow

Publisher

No technical work needed (unless to block API callers)

SSP

Calls API from publisher site, sends bid request incl. topic(s) to DSP

Selects winning ad.

DSP

Bids on ad placement based on info provided by SSP including topic(s) information.

Advertiser

No technical work needed

2

3

4

1

Topics API
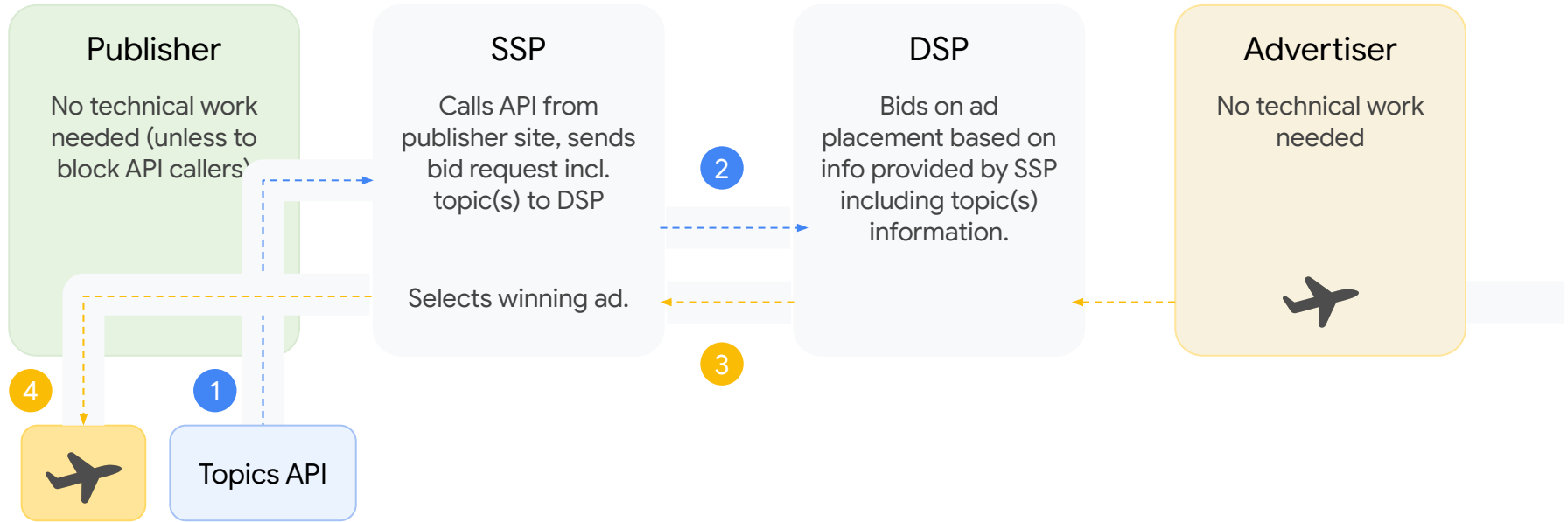
Protected Audience Overview

1 Websites instruct the browser to add users to **interest groups** defined by the website.

e.g. People who have engaged with a specific product or content.

2 Interest group membership is **stored by the user's local browser**.
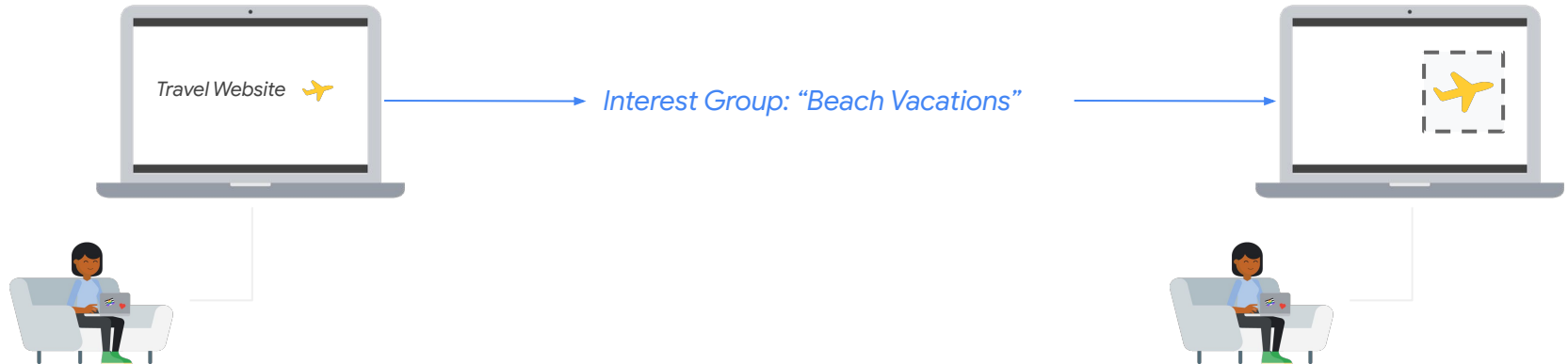
People can see which sites are adding them to interest groups, and manage their interest groups.

3 When the user visits a site with available ad inventory, the browser hosts an **on-device auction** to select a relevant ad.

Travel Website ✈
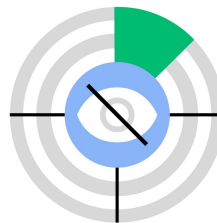
Interest Group: "Beach Vacations" ✈

Showing relevant ads without sharing the user's identity with third parties

Hiding Identity

Minimising Data Collection

Learn more: How Privacy Sandbox raises the bar for ads privacy

Google

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, Related Website 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

Key proposals, not an exhaustive list

Privacy Sandbox works the same
for everyone

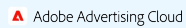It is not a standalone solution for
advertisers and publishers

It is a collaborative effort

adikteev · ADJUST · Adlook · Adobe Advertising Cloud · AppsFlyer · branch · braze · cafemedia · CRITEO

CyberAgent Group · Google · INMOBI · iQOO · mercado libre · MOLOCO · neodata group · NextRoll · ONEPLUS

OpenX · OPPO · Outbrain · Raptive · realme · Remerge · Retargetly · RevX · RTB HOUSE

SAMSUNG · singular · SMN · tail by TOTVS · Teads · Unity · VERVE GROUP · vivo · Voodoo

VWO · weborama the Data Intelligence Platform · MI · YAHOO! JAPAN
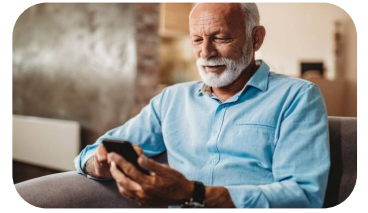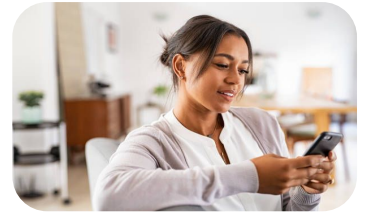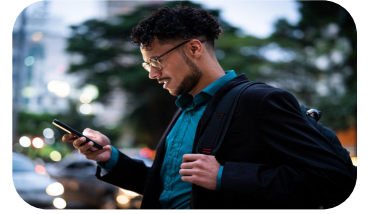
Source: privacysandbox.com

Preparing for a World Without Third-Party Cookies

Google
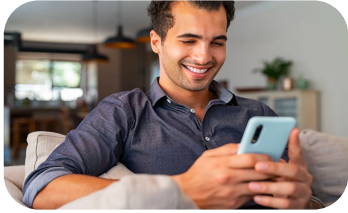
Available to all Chrome users, starting this summer

The Road to 3PCD

2022: Technical integration and functional testing.

2023 H1: Early utility testing of individual APIs.

**2023 H2:** Combined testing for meaningful performance insights.

2022	2023	2024	Future

Web:

Technical testing

Early utility testing

Launch (GA)

Implement and performance insights

3P cookie phase-out

Continued optimization

Learn more: The Privacy Sandbox Timeline for the Web

Preparing for Privacy Sandbox

Now: Learn & Assess

- Ask your ad tech partners to share testing plans (e.g. for Topics, Protected Audience)

- Stay up to speed with Privacy Sandbox updates

- Assess 3rd party cookie dependencies across owned sites
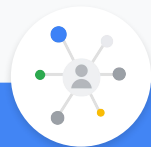
Next: Test & Evaluate

- Participate in initial testing if offered by your ad tech partners

- Share learnings with the ecosystem (blog posts, W3C)

- Evaluate results, co-design new tests with partners

Long: Optimize & Migrate

- Optimize & develop best practices

- Migrate away from 3PC-based solutions
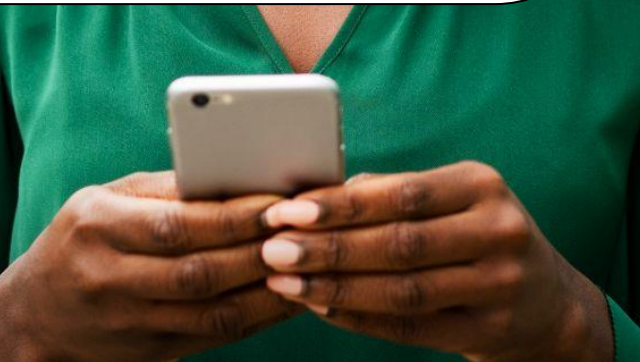
- Explore new approaches to support user privacy

Privacy Sandbox
keeps people's activity private across a free and open internet
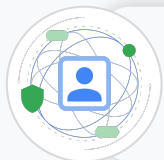
Google

Safer for people

Successful for publishers

Stronger for businesses

Google

Q&A

General Info

privacysandbox.com

Developer Guides

developer.**chrome**.com

developer.**android**.com