

# 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	 <b>Advertise to large groups, not individuals.</b> 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	 <b>Advertise to large groups specific to a business.</b> 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	 <b>Report that a purchase happened, not who made it.</b> 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](#).



To learn more about the steps you can take today to help you navigate the changing privacy environment, read our privacy playbook for [marketers](#) and [publishers](#).