

(The Sky is NOT Falling) Google Chrome Privacy Sandbox

News Recap & Next Steps

ICYMI, here's a quick recap of the Google Chrome Privacy Sandbox's impact and the industry's response:

1 PANIC AT THE PRIVACY SANDBOX

The industry was sent into a tailspin as a result of Google Chrome's Privacy Sandbox news.



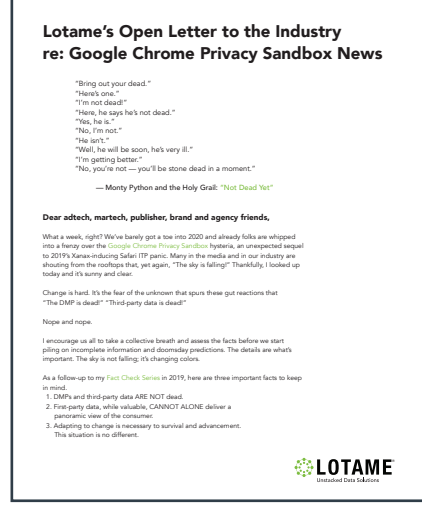
[READ CHROME ANNOUNCEMENT HERE](#)

"What [Google's announcement] doesn't include is activity happening in app environments that use different identifiers — Android Google device, Apple device...and [it] also does not make reference to first party cookies, which are only set and accessed by particular domains."

Adam Solomon,
CMO of Lotame

SOURCE: DMN: "Google deletes cookies shaking up the ad revenue game"

2 LOTAME RESPONDED: AN 'OPEN LETTER TO THE INDUSTRY'



*Dear adtech, martech,
publisher, brand and
agency friends:*

[READ THE OPEN LETTER](#)

3 LOTAME HOSTED A FACT CHECK BRIEFING WEBINAR

CHROME, COOKIES AND DATA

As a follow-up to our 'Open Letter to the Industry,' Lotame hosted a deep dive webinar with Adam Solomon, CMO, on Thursday, January 23 to help fill in the knowledge gaps. We were joined by global brands, agencies, publishers, and technology providers on many pressing topics.

For your convenience, we've included the webinar timestamps below so you can easily navigate to the section you're most interested in.

[Access the Webinar Replay On-Demand, Covering:](#)

- Google Chrome Privacy Sandbox Announcement - 3:14
- Deep Dive: 3rd-Party Cookies and 1st-Party Data - 16:26
- Deep Dive: 1st-Party Cookies and 1st-Party Data - 38:25
- Summary and Next Steps - 51:21

[ACCESS THE WEBINAR REPLAY](#)

FACTS

- ✓ 3rd-Party Cookies and 3rd-Party Data ARE NOT THE SAME THING.
- ✓ The Sky is not falling. DMPs and 3rd-Party Data are NOT dead.
- ✓ 1st-Party Data CANNOT magically sync between platforms using 1st-Party Cookies.



4 JOIN THE NEW PRIVACY SANDBOX LINKEDIN GROUP

Keep the conversation going!

This is an industry-wide effort and all voices should be heard. As Adam mentioned during the webinar, we would love more interaction and open conversation. Defining the future of our industry for businesses and consumers alike is in our hands. To that end, we've created a private **LinkedIn Privacy Sandbox group** to talk more about what's on your minds and how we can collectively solve the challenges ahead.

[REQUEST TO JOIN](#)