



# Statement Alliance Digitale

Paris July 22nd 2024

## Privacy Sandbox – Google’s announcement not to deprecate third- party cookies

Alliance Digitale has learned this evening of Google Chrome's decision not to deprecate third-party cookies.

With this decision, the company ends years of uncertainty for the entire ecosystem, where the strategic decisions of businesses and market investors were constrained by Google Chrome's blog posts.

We can only welcome this decision, which seemed inevitable given the many technical shortcomings of the project and the significant ongoing competitive risks.

Google is not abandoning its project, however. We understand from its announcement that Chrome will now give users the choice regarding the use of the Privacy Sandbox or third-party cookies on its browser, without providing further details.

We remind that within the European Union, based on the GDPR and the ePrivacy Directive, user consent is already required for the use of cookies for personalized advertising purposes.

We fail to see how an additional pop-up on this subject could be acceptable, as it seems both unnecessary and difficult for users to understand, and potentially anti-competitive.

Alliance Digitale will be vigilant to ensure that this decision does not result in a situation as problematic as what we experienced with Apple App Tracking Transparency, which is currently the subject of a statement of objections from the French Competition Authority.

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### **About Alliance Digitale:**

Alliance Digitale is the leading professional association for digital marketing players in France. It was formed in 2022 through the merger of IAB France and the Mobile Marketing Association France.

The primary mission of Alliance Digitale is to structure the development of the digital marketing industry and to promote innovative, responsible, and interoperable solutions by defining standards and best practices for the sector.

The association also serves as a key interlocutor with public authorities, the media, and other professional organizations regarding digital regulation and the promotion of an open Internet. The association represents the vast majority of digital marketing players in France, comprising over 200 companies (Brands, Media, Agencies, Tech).

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