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## **NAI Statement re: Google's New Path for Privacy Sandbox on the Web**

The NAI encourages our members, and the entire digital advertising industry, to develop and implement privacy-enhancing approaches to data-driven advertising, and we appreciate the work Google has done to create new technologies through the Google Privacy Sandbox. The deprecation of third-party cookie support by Chrome in the absence of alternative technologies that provide for equivalent scale and interoperability would have posed a significant threat to competition in advertising that is essential to the free and open internet. Therefore, we support Google's decision to maintain support for third-party cookies while also enhancing user transparency and control. Ultimately, consumers need to be able to easily exercise choice and control across all platforms and devices, and businesses must be able to easily see those choices and honor them. We look forward to working with Google as they develop and implement their new approach, and with the industry to simplify and strengthen consumer transparency and control.

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### **About the NAI**

Founded in 2000, the NAI is the leading non-profit, self-regulatory association for advertising technology companies. For over 20 years, the NAI has promoted strong consumer privacy protections, a free and open internet, and a robust digital advertising industry by maintaining and enforcing the highest voluntary industry standards for the responsible collection and use of consumer data. Our member companies range from small startups to the largest companies in the industry, and they collectively represent a substantial portion of the digital advertising technology ecosystem.