

# Google says it will not deprecate third-party cookies on Chrome

Article

**The news:** Google suggested on Monday that it will not phase out third-party cookies from Chrome and will pivot to an opt-in model, signaling a major shift for Privacy Sandbox, its embattled post-cookie solution.

- **“Instead of deprecating third-party cookies, we would introduce a new experience in Chrome that lets people make an informed choice that applies across their web browsing, and they’d be able to adjust that choice at any time,”** Anthony Chavez, Google’s vice president for Privacy Sandbox wrote in a [blog post](#).
- Chavez writes that feedback from stakeholders, including regulators like the UK’s Competition Markets Authority (CMA), publishers, developers, and the ad industry, has shaped Google’s Privacy Sandbox roadmap.
- He noted that early tests suggest Privacy Sandbox APIs can support a competitive marketplace and improve over time with industry adoption. However, Chavez adds, transitioning will affect the entire digital ecosystem—hence this new approach.
- Chavez writes that Google will continue investing in Privacy Sandbox APIs and plan to introduce IP Protection in Chrome's Incognito mode.

**What it could look like:** Google’s blog post steered clear of specifics about what tracking method users will be able to opt out of, but it appears to suggest an outcome that allows third-party cookies to remain available on Chrome even if it is no longer the dominant tracking solution.

- The result could be a landscape that mimics what’s taken shape on iOS with **AppTrackingTransparency (ATT)**. Advertisers can still use Apple’s **identifier for advertisers (IDFA)**, but it reaches far fewer users due to ATT’s opt-in pop-up.
- “The extent to which consumers opt out of sharing third-party cookies (if that is what Google is proposing) depends largely on the prominence of the privacy call-to-action,” said EMARKETER senior analyst **Evelyn Mitchell-Wolf**. “If there’s an ATT-style pop-up, we could easily end up with more consumers defaulting to not sharing their data.”
- **Most consumers do not choose to share data when prompted.** A [2023 Mobile App Trends report](#) found that iOS apps across categories had a worldwide opt-in rate of 29% as of Q1 2023.

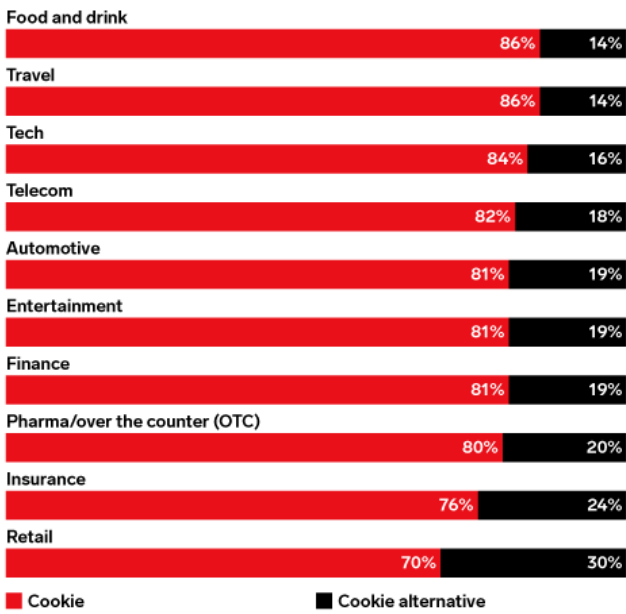
**A rocky road:** In April, the UK's ICO claimed Privacy Sandbox [fails to meet data privacy standards](#), leading Google to delay the phaseout of third-party cookies on Chrome for a third time. Industry groups and the CMA have also criticized Privacy Sandbox for inadequate data gathering and tracking.

**Our take:** Even with Google’s new direction, **third-party cookies are unlikely to remain the primary tracking method on Chrome**; advertisers should still prepare for the post-cookie future.

- Despite concerns about Privacy Sandbox, there is optimism for improvement before the mid-2025 transition deadline. Even before Chavez’s post, Google acknowledged it expects performance to evolve as it made adjustments.

**US Cookie vs. Cookie Alternative Programmatic Ad Buys, by Industry, Q1 2024**

% of total



Note: represents activity on the 33Across platform; broader industry metrics may vary  
 Source: 33Across, "Programmatic Cookie Alternative Trends Report: Q1 2024," May 22, 2024

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