



Google News Initiative

# Prepare for third-party cookie deprecation

with Chris Burgess





Organize the world's information  
and make it **universally accessible** and **useful**

Chris



## Google News Initiative

works with publishers & journalists  
to make quality information  
accessible to everyone



# Google News Initiative

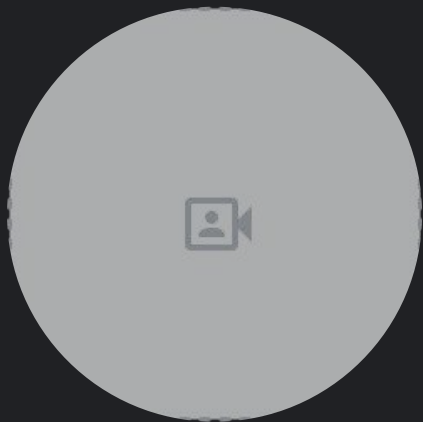
Prepare for third-party cookie deprecation

What's changing

Next steps

Try the Privacy Sandbox Analysis Tool





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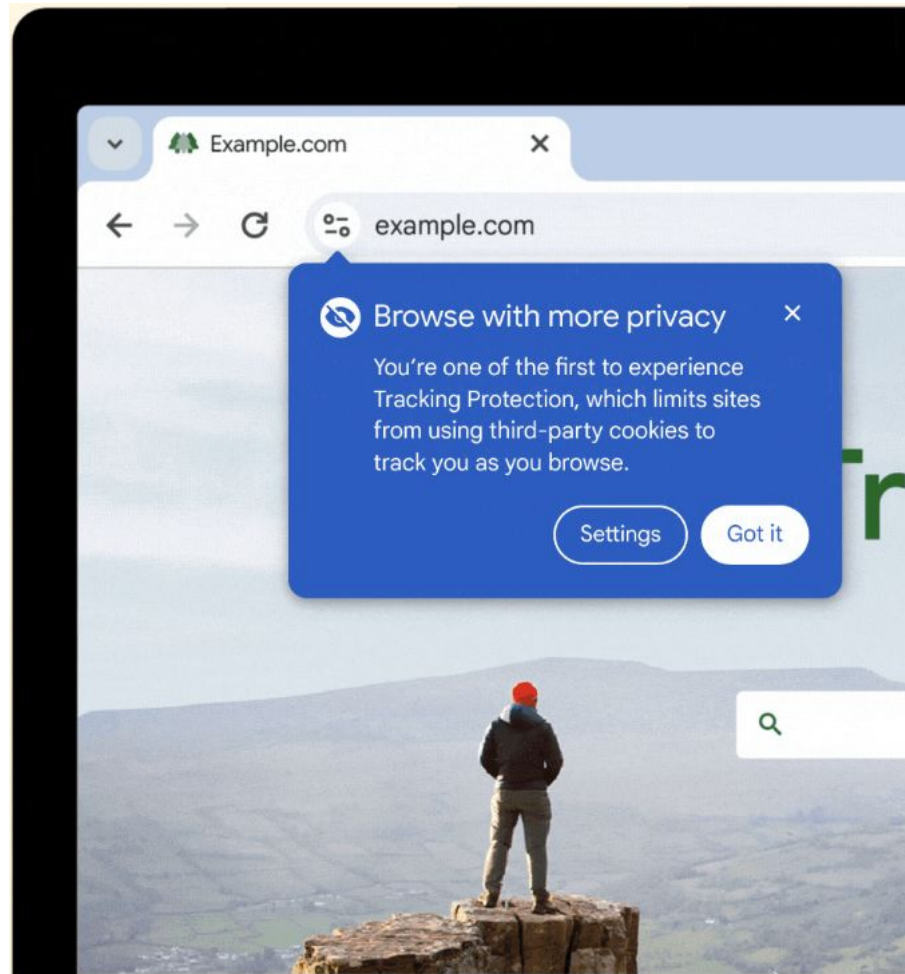


# Why Chrome is deprecating third-party cookies

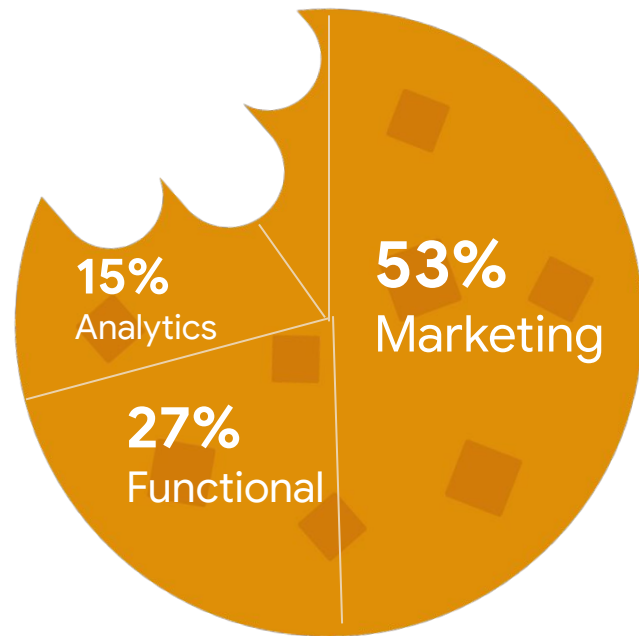


[privacysandbox.com](https://privacysandbox.com)

The best time  
to prepare for  
phaseout is **now**



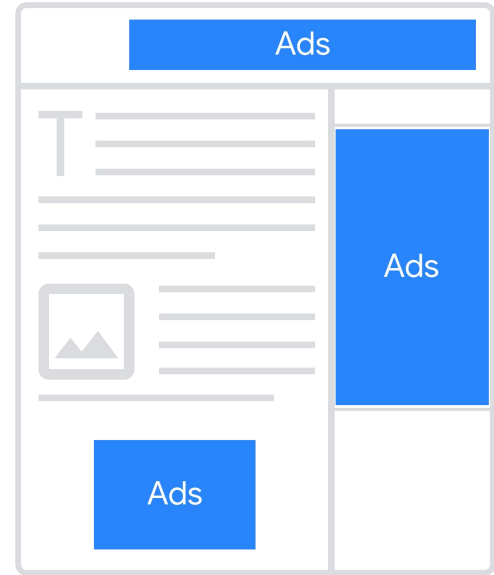
Across our  
publishers, 3PCs  
are used for





53%

of 3PCs are used for  
marketing

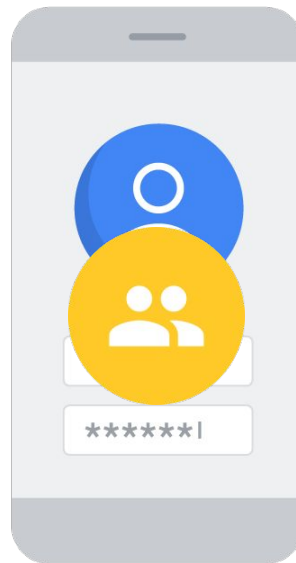


Source:

27%

of 3PCs are used for  
site functionality

[goo.gle/apply-3pc-trial](https://goo.gle/apply-3pc-trial)



15%

of 3PCs are used for  
analytics



Source:



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## ★ Next step

Re-group with your  
developers

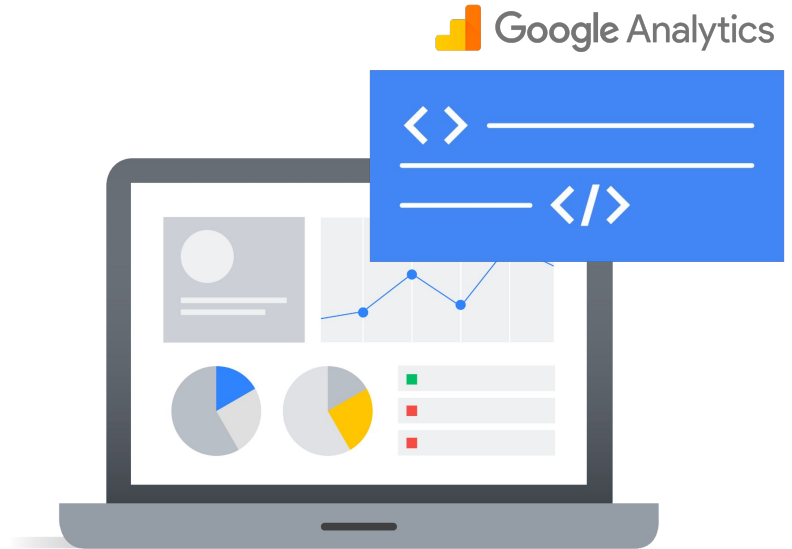




## ★ Next step

Remove any remaining  
Universal Analytics code

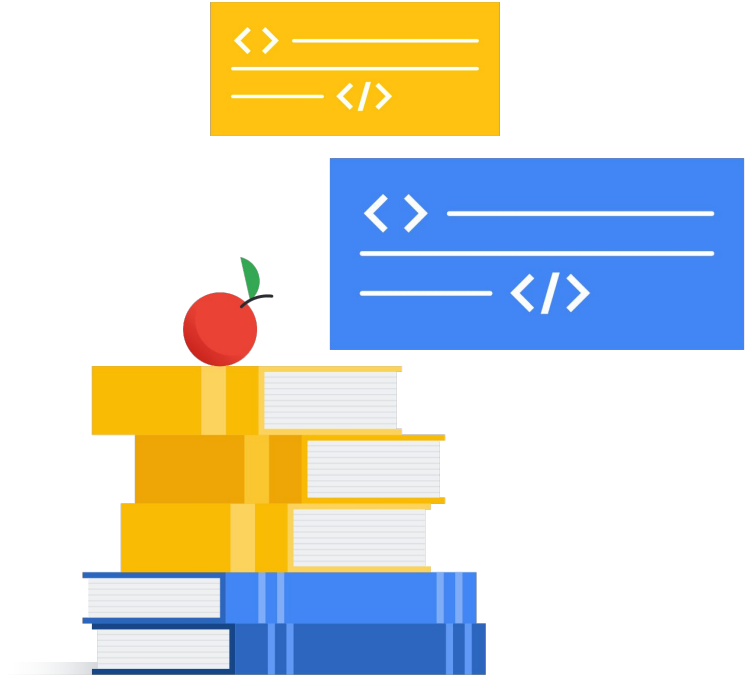
[goo.gle/ua-to-ga4](https://goo.gle/ua-to-ga4)





## ★ Next step

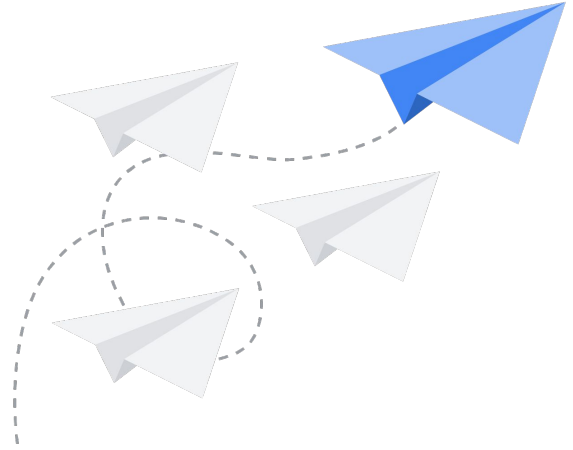
Update site plug-ins and  
code libraries





## ★ Next step

Check in with vendors and  
third-party service  
providers



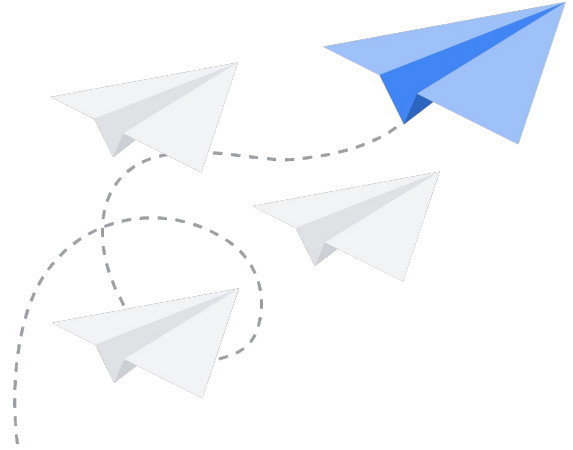




## ★ Next step

Report breakages

[goo.gle/report-3pc-broken](https://goo.gle/report-3pc-broken)





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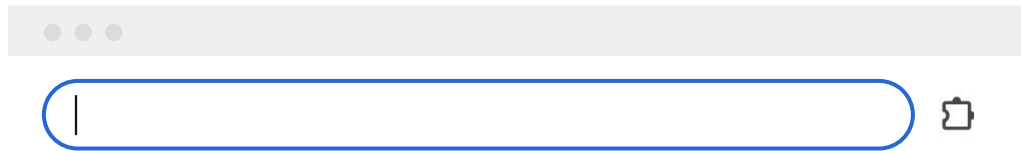
Best practices to prepare

Try the Privacy Sandbox Analysis Tool



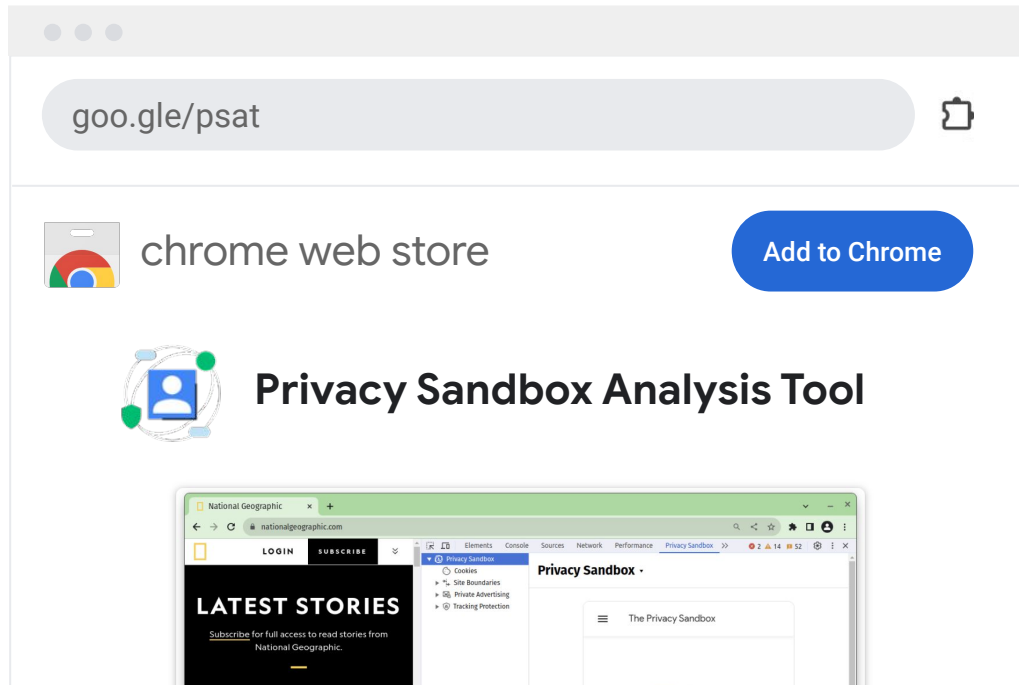
# Get started with Privacy Sandbox Analysis Tool

1. Go to [goo.gle/psat](https://goo.gle/psat)



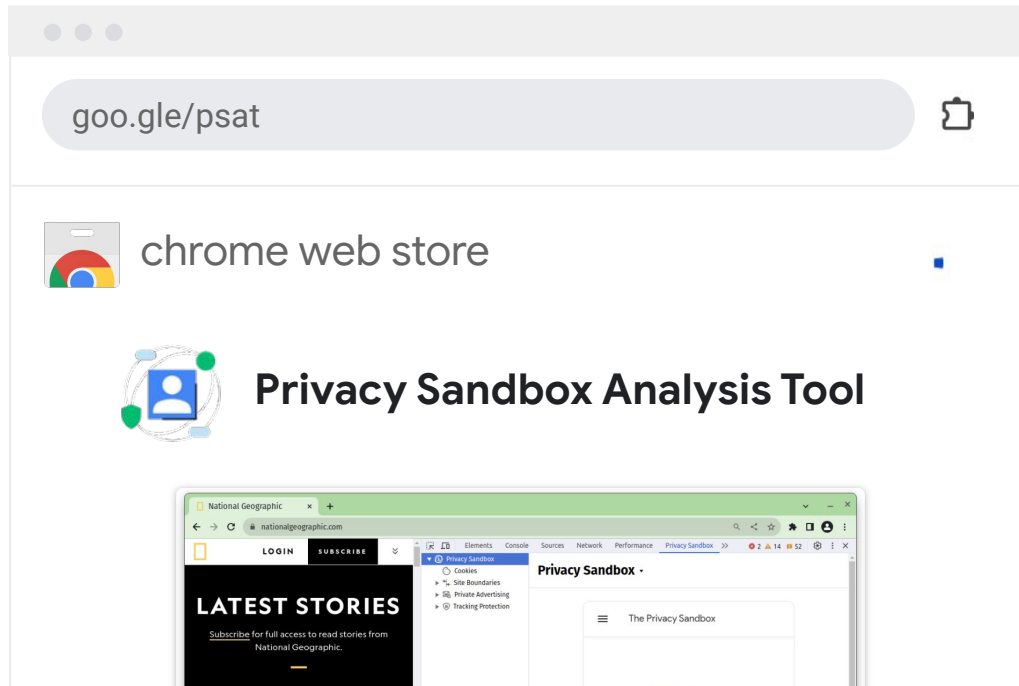
# Get started with Privacy Sandbox Analysis Tool

1. Go to [goo.gle/psat](https://goo.gle/psat)
2. Select **Add to Chrome**



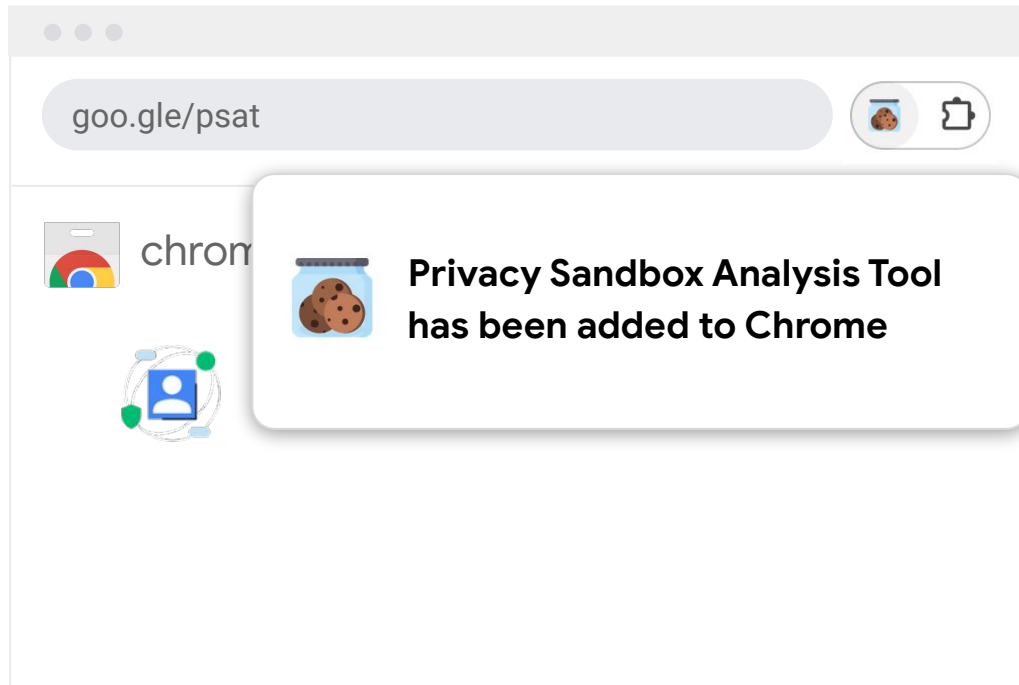
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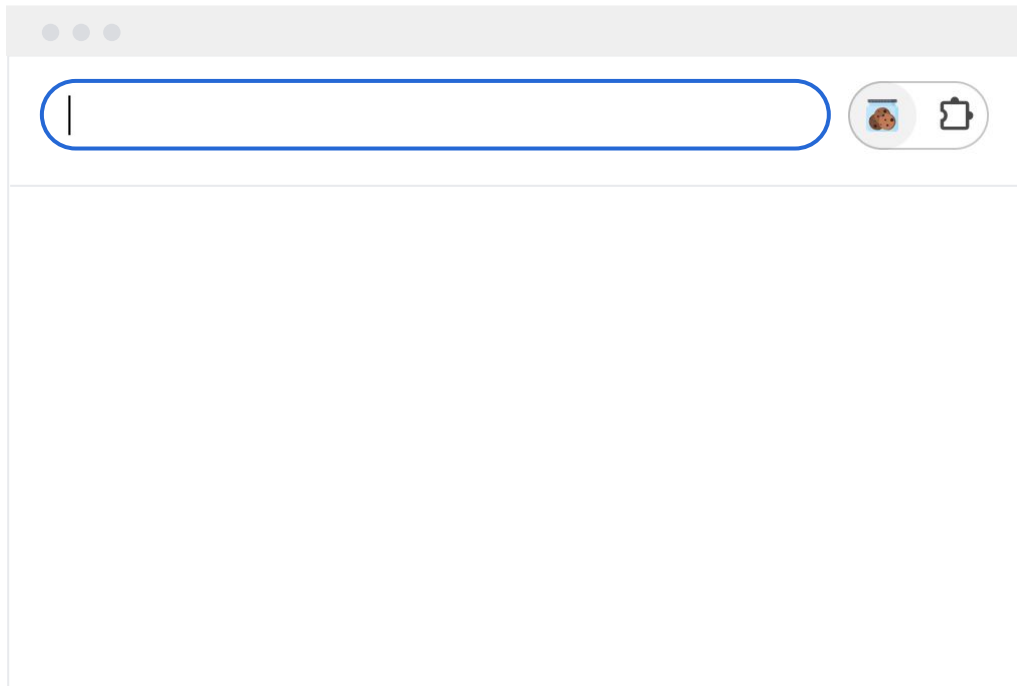
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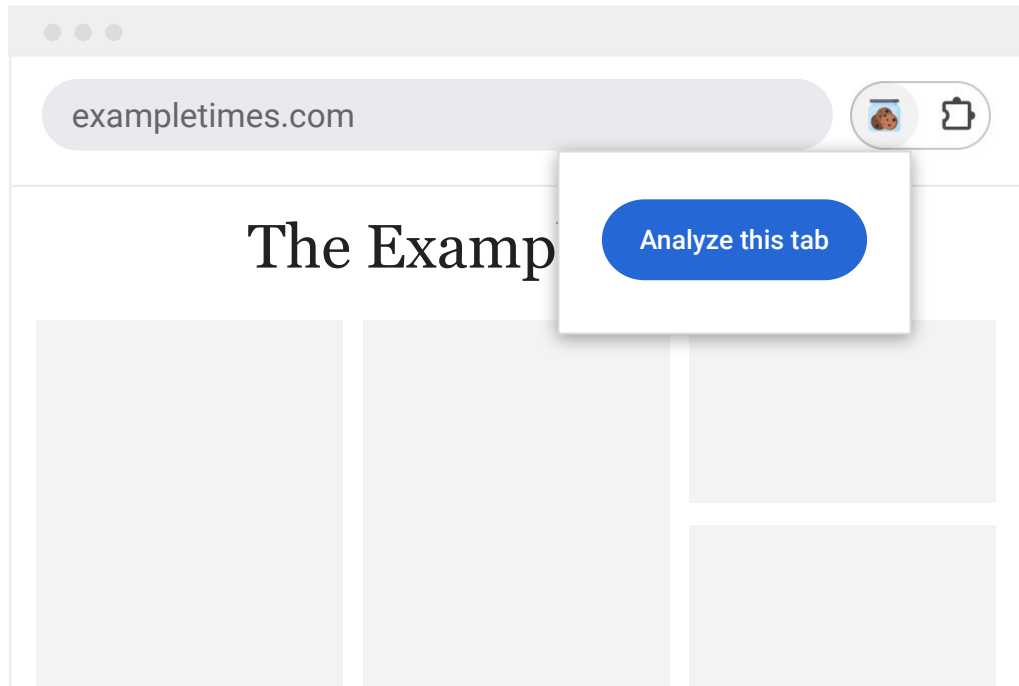
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1. Go to **goo.gle/psat**  
↓
2. Select **Add to Chrome**  
↓
3. Open your site in a new window



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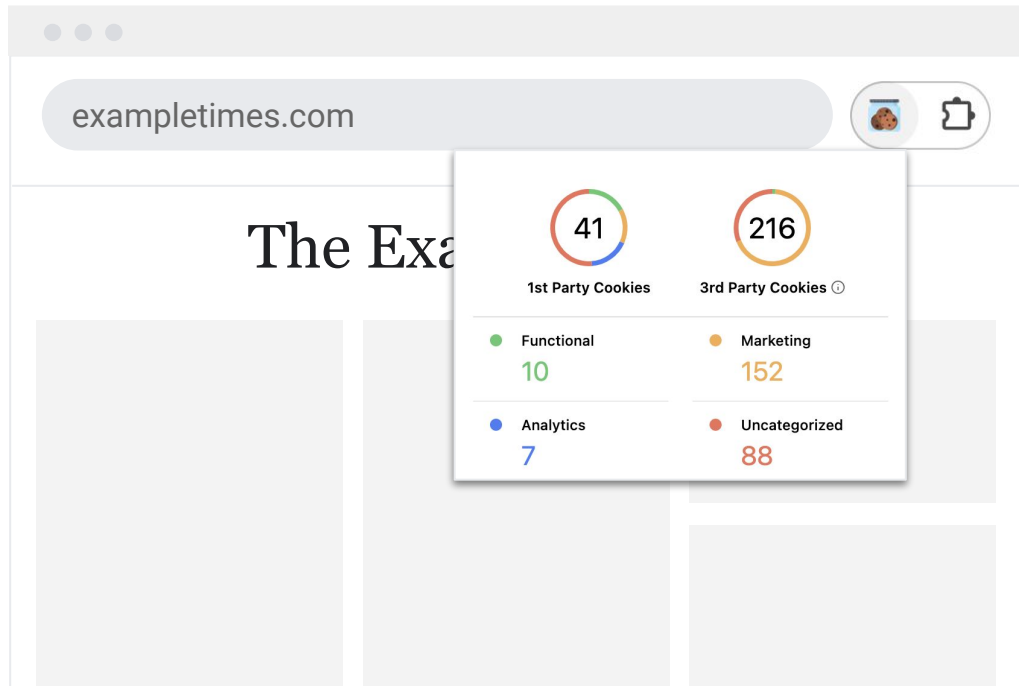
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2. Select **Add to Chrome**
3. Open your site in a new window
4. Select the extension and select **Analyze this tab**





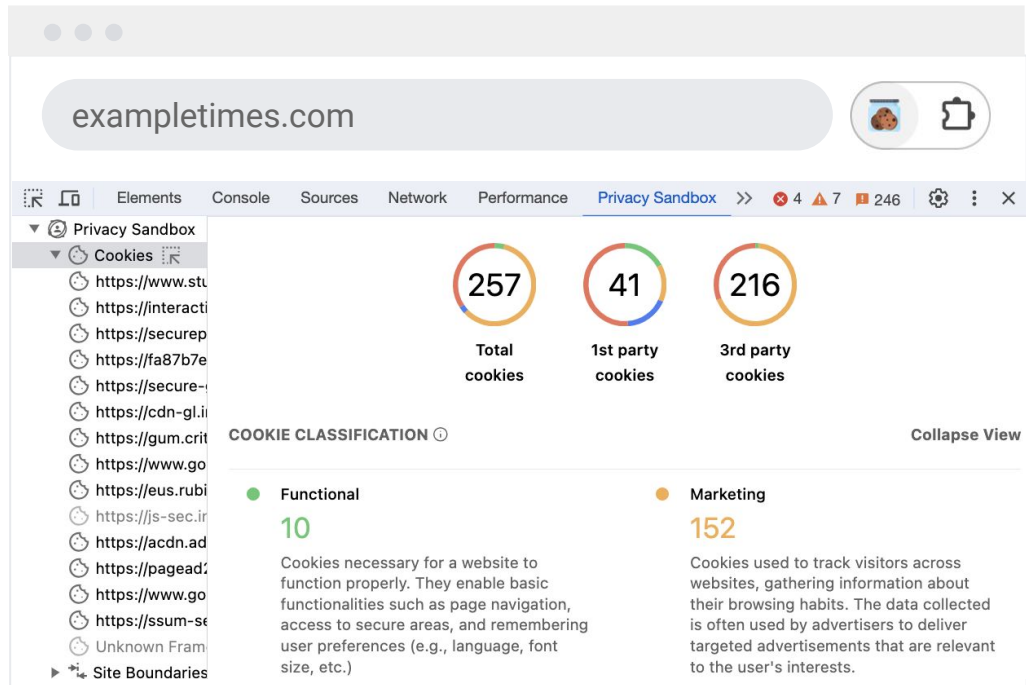
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# Get started with Privacy Sandbox Analysis Tool

1. Go to [goo.gle/psat](https://goo.gle/psat)
2. Select **Add to Chrome**
3. Open your site in a new window
4. Select the extension and select **Analyze this tab**
5. Go to **DevTools** for more detail





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### Next Steps

Remove Universal Analytics code [goo.gle/ua-to-ga4](https://goo.gle/ua-to-ga4)

Update site plug-ins or code libraries

Check in with vendors

Report breakages [goo.gle/report-3pc-broken](https://goo.gle/report-3pc-broken)

### Audit your site with the Privacy Sandbox Analysis Tool

Install the extension [goo.gle/psat](https://goo.gle/psat)

Open your site and select **Analyze this tab**

Go to **DevTools** for more detail



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Thank you! Questions?

Feedback

