TEXTE

Google Chrome proposes 'privacy sandbox' to reform advertising evils

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Stephen Shankland / CNET

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Google's Chrome team on Thursday proposed a "privacy sandbox" that's designed to give us the best of both worlds: ads that publishers can target toward our interests but that don't infringe our privacy. It's a major development in an area where Chrome, the dominant browser, has

10 lagged competitors. The privacy sandbox is "a secure environment for personalization that also protects users' private data," said Justin Schuh, a director of Chrome engineering focused on security matters. "Our goal is to create a set of standards that is more consistent with users' expectations of privacy."

15 Privacy is a major concern among tech giants, with Apple leading the charge in many ways. The debate has proved challenging for Google, which offers useful, free services like search and Gmail that show ads. It's also one of the biggest companies other website and app publishers use to show ads. The issue has been especially pointed for Chrome, where protecting our privacy is at odds with its ad business. The privacy sandbox, the result of months of work by

20 Google researchers, is a major step that, if it works and is accepted by websites and advertisers, could help Google out of its privacy pickle.

It's not clear what the ultimate effect of Google's privacy sandbox work will be, but it's notable that the company is even considering changes. About 83 percent of Google's revenue in the

25 second quarter came from advertising -- $33 billion in total -- so the company has a powerful incentive to keep online ads as profitable as possible. Targeted ads -- those that are customized according to preferences websites and advertisers infer from our online behavior -- are worth more to publishers. Google also released study figures that say publishers' ad revenue drops 52% when browsers block the text files called cookies used to track our behavior and target ads.

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Source : www.cnet.com/news

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