

Third-Party Cookies Update

April 2024



Dear \${FNAME}Customer|Guest|

Late on Tuesday, Chrome [shared an update](#) on the plan for **phasing out Third-Party Cookies**. Citing “ongoing challenges related to reconciling divergent feedback from the industry, regulators and developers” they will now begin third-party cookie deprecation early next year (2025) (where it was previously scheduled for Q4 this year). The public timeline has also been updated to reflect this.

ISBA has been representing members at multiple cross-industry town halls and forums as well as in regular contact with the Google Chrome team in the UK to ensure that our members are kept fully informed of developments.

Although the deadline being pushed back yet again is disappointing, it is not surprising given the feedback in these forums from publishers, agencies and adtech platforms. The forums were mostly stating common issues with doing any scalable or accurate testing with [Chrome's Privacy Sandbox APIs](#) (Google's mechanism to replace functionality for targeting and measurement that will be lost with the deprecation of Third Party Cookies).

ISBA guidance

Our guidance remains that brands need to move forward with Cookieless testing and prepare themselves for the digital landscape in 2025, today.

Cookieless themes make up most of the priorities for ISBA's Performance & Programmatic Steering Group for 2024. ISBA has a dedicated [Cookieless Future](#) section on our Knowledge hub, where we continually add relevant resources and outputs from our peer-to-peer meetings on this theme, including the [outputs](#) from our latest **Digital Governance Group**.

If you would like to find out more about the **Performance & Programmatic Group** or **Digital Governance Group**, or have questions, contact DanL@isba.org.uk.

Kind regards,

The ISBA Team
