

Google plans to 'purge' third-party tracking cookies

Mountain View said it has completed a plan to end support for third-party tracking features on Chrome Internet browser.

Google has just released a statement saying it has made a 'great leap' in the issue of completely eliminating third-party cookies on its search site - an indispensable task in its commitment to improving security features for Google products and services.

Accordingly, Mountain View said it has completed a plan to end support for third-party tracking features on Chrome browser. In fact, these tracking features are primarily used by businesses as a way to track and gather information about people's online activities, from which to recommend ads or use them for many different purposes. Removing this situation will not be simple and very time consuming.

However, the online search giant also said its "Sandbox" program would still assist advertisers in delivering targeted content to specific users.



"We believe that with continuous iteration and feedback, open security and privacy mechanisms like Privacy Sandbox can help maintain a healthy ad-supported website in a way that removes third-party cookies. outdated . our intention is to implement this plan within two years, " said Chrome engineering director Justin Schuh.

The use of cookies to track what types of websites users visit, what to do and what to buy online is almost part of the modern internet world, and it is also the focus of criticism of many activists. This is because of personal freedom in cyberspace simply because it has led to serious concerns related to past privacy breaches.

These issues, on the other hand, are protected by online marketers and marketing professionals who advocate for the existence of free online services that rely on advertising revenue.

"Our goal in this plan is to make the internet a private and safer world for everyone, as well as to protect the legitimate interests of publishers, authors, and creators. online content, "said Justin Schuh.

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