

Third-party cookies restricted by default for 1% of Chrome users

As per previously announced plans

(/privacy-sandbox/setup/web/chrome-facilitated-testing#mode_b_disable_1_of_third-party_cookies), Chrome is restricting third-party cookies by default for 1% of Chrome users to facilitate testing, and then ramping up to 100% of users from Q3 2024. The ramp up to 100% of users is subject to addressing any remaining competition concerns of the UK's Competition and Markets Authority (CMA).

(<https://www.gov.uk/cma-cases/investigation-into-googles-privacy-sandbox-browser-changes>).

As of 4th January 2024, Chrome has started restricting third-party cookies by default for 1% of Chrome browsers. It may take several days to reach the full 1%.

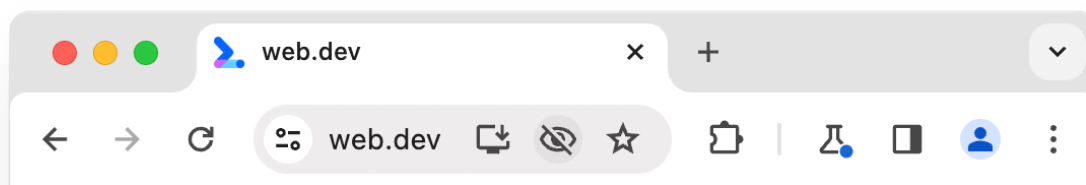
Chrome browser in this context refers to a Chrome installation on a device: a Chrome client. Each individual user data directory (https://chromium.googlesource.com/chromium/src/+HEAD/docs/user_data_dir.md) constitutes a distinct client.

Browsers that are part of the 1% group will also see new Tracking Protection user controls. You can try out these changes in Chrome 121 or higher by enabling `chrome://flags/#test-third-party-cookie-phaseout`.

We'll keep you posted as we move further along the deprecation timeline. Refer to our updated landing page on preparing for the end of third-party cookies (/privacy-sandbox/3pcd) for immediate actions you can take to ensure your sites don't break.

Identifying third-party cookie restrictions

The address bar for Chrome browsers that restrict third-party cookies will show an "eye" icon on a site that attempts to access third-party cookies:

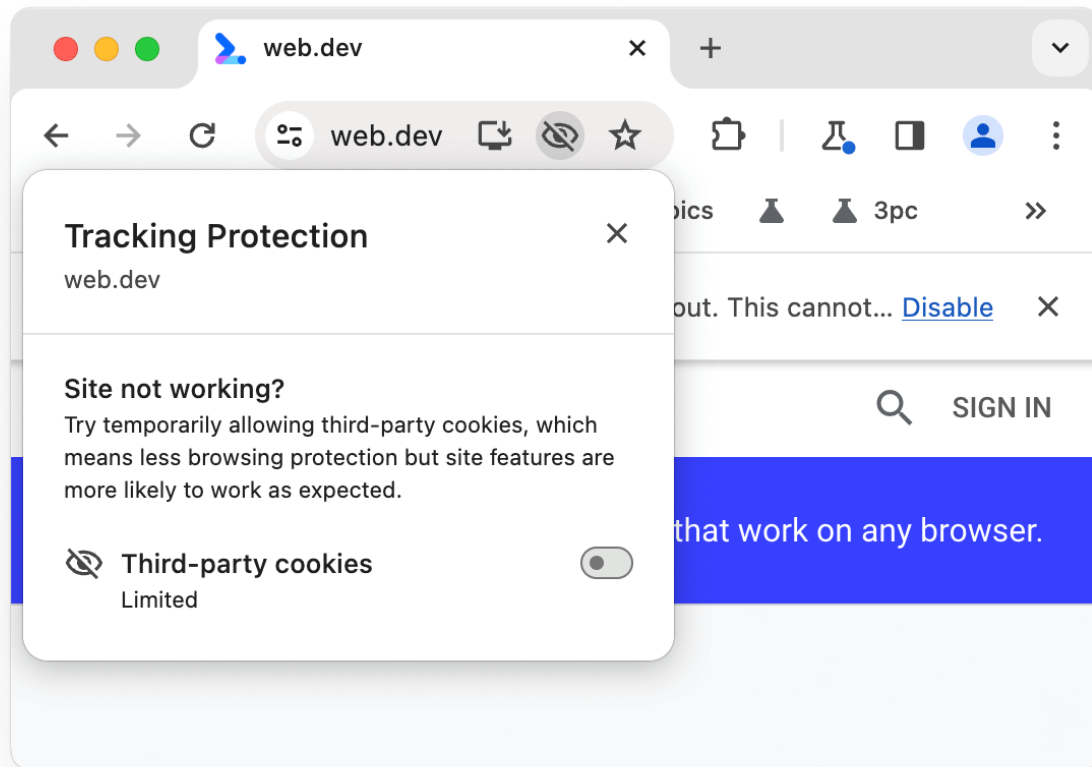


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Exhibit 2003 Page 1 of 7

Sites attempting to use third-party cookies will have an "eye" icon shown in the Chrome address bar

Note: You'll *only* see the eye icon on sites that access third-party cookies.

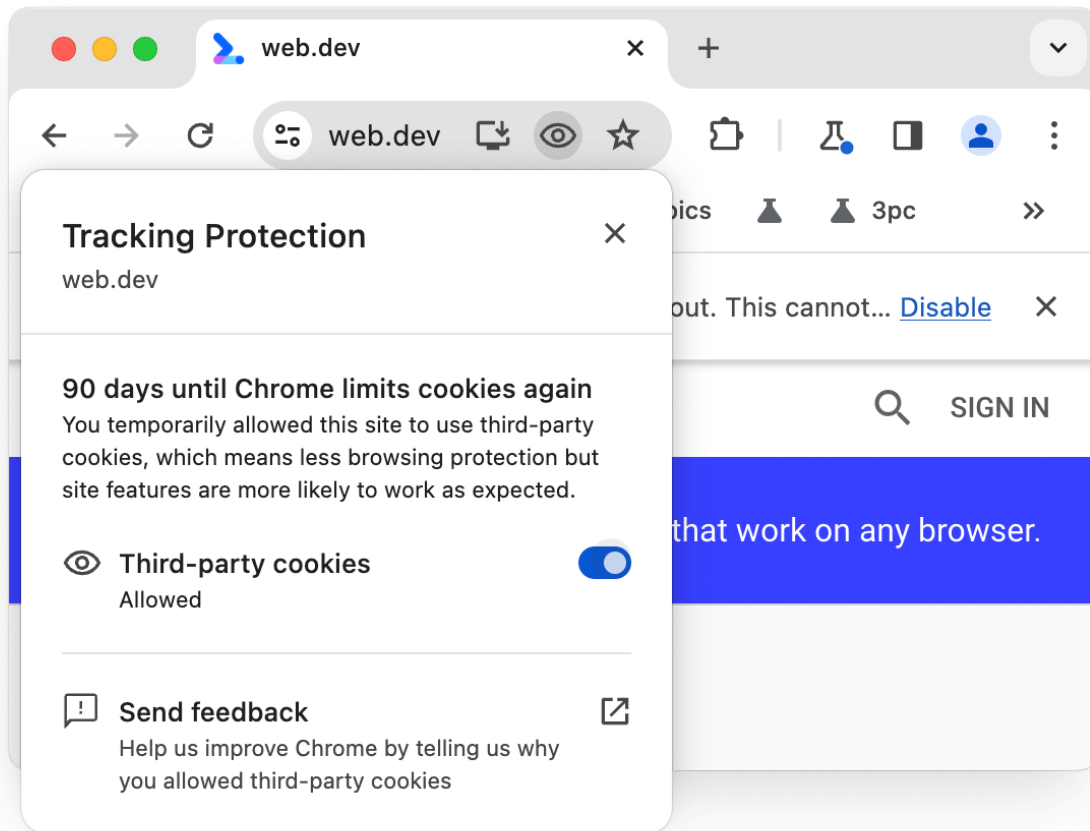
Click the eye icon to see information about Tracking Protection, a new Chrome feature that limits cross-site tracking by restricting website access to third-party cookies by default:



Clicking on the "eye" icon will show more information in the Tracking Protection dialog

Click the toggle to temporarily allow third-party cookies for the current site:

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Exhibit 2003 Page 2 of 7

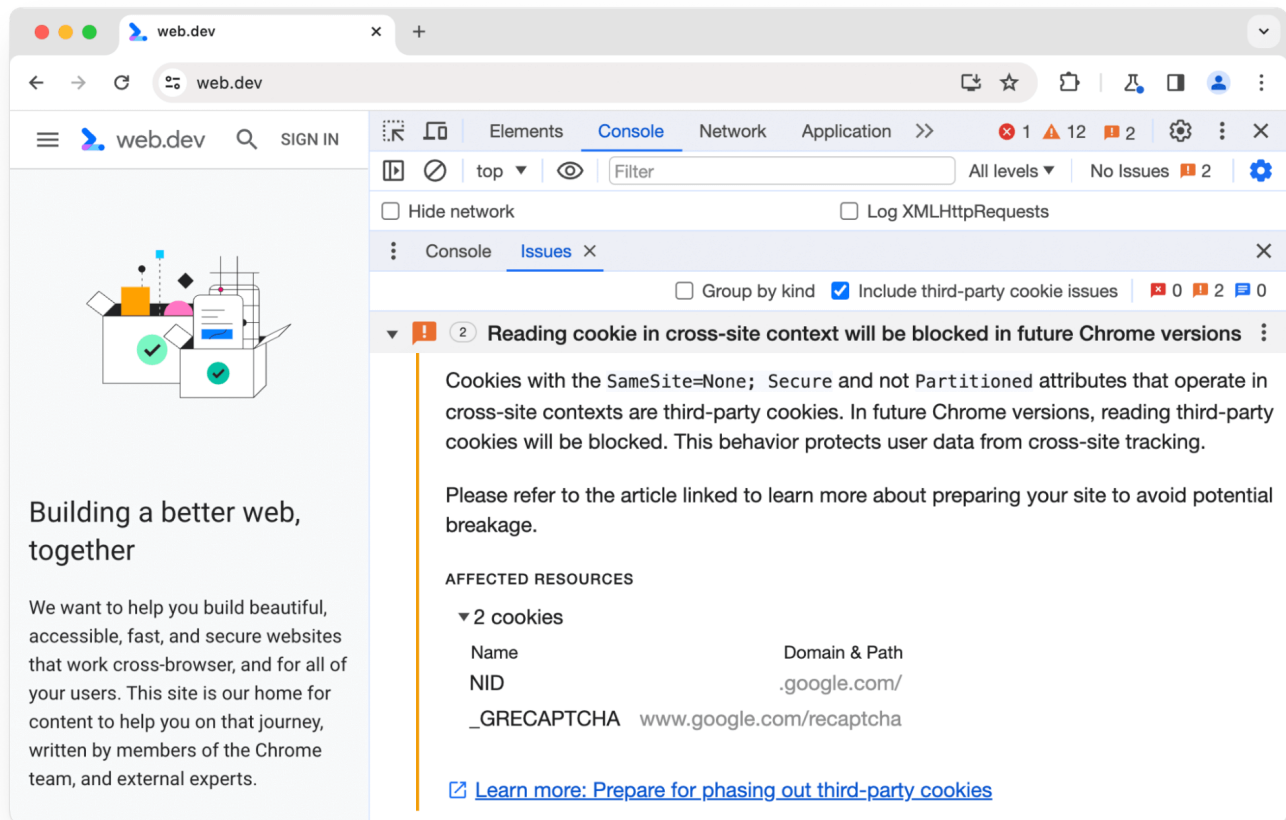


The Tracking Protection dialog can be used to temporarily allow third-party cookies

Chrome DevTools alerts

For browsers not in the 1% group, and without third-party cookies blocked from `chrome://settings/cookies`, Chrome DevTools displays **warnings** about cross-site cookie issues:

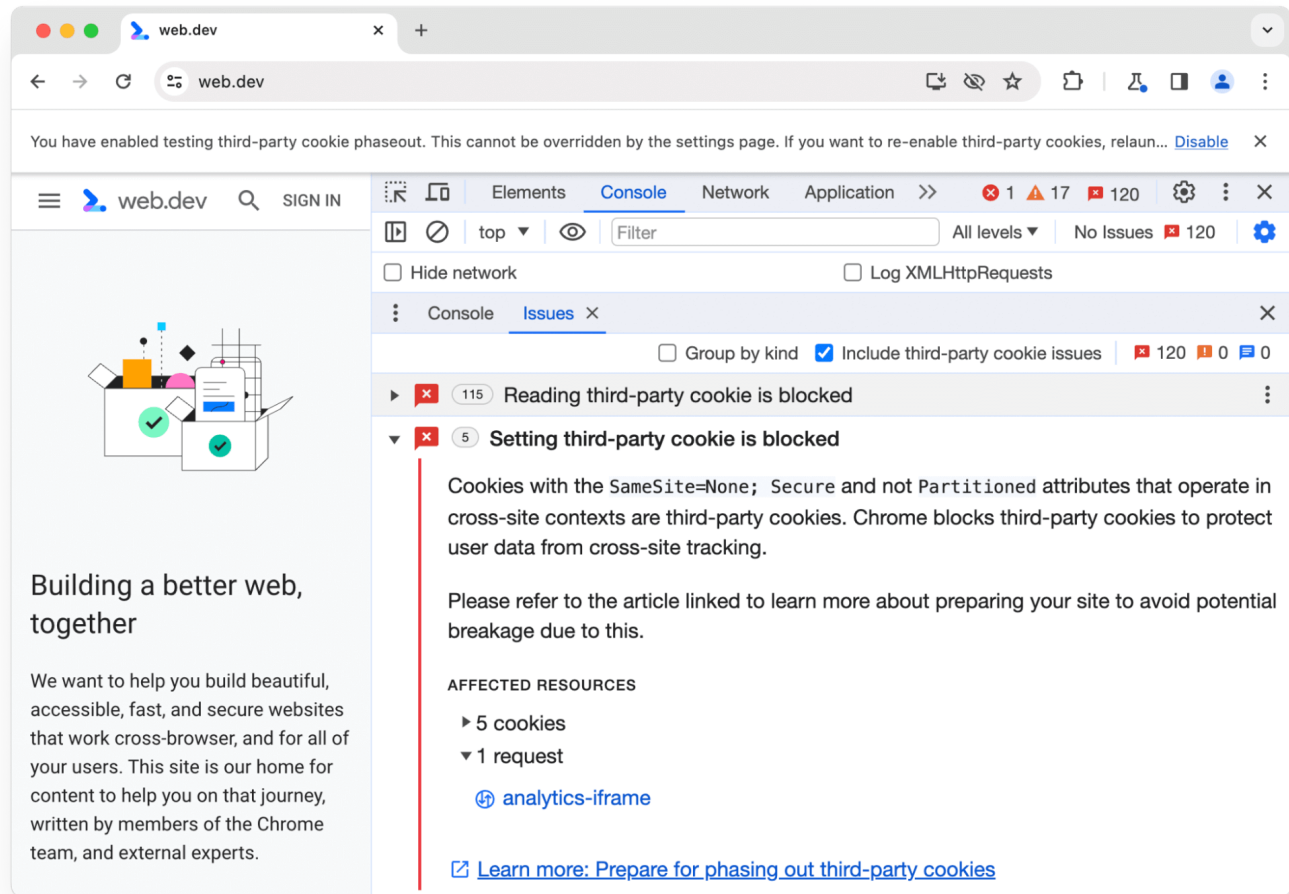
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Prior to third-party cookies being restricted warnings are shown in Chrome DevTools Issues panel

For browsers in the 1% group, DevTools displays **errors** about reading and setting third-party cookies being blocked:

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Exhibit 2003 Page 4 of 7

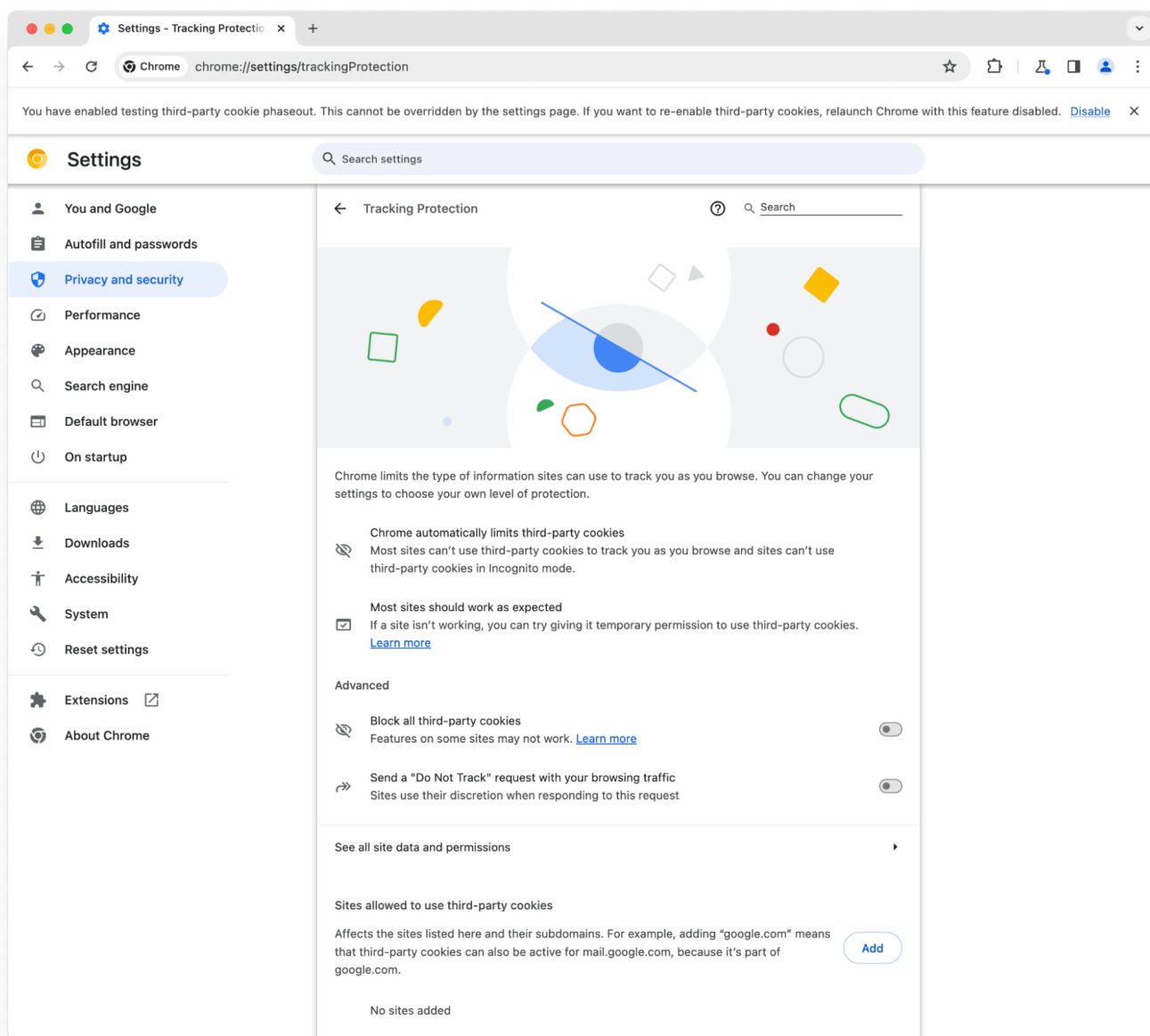


Errors are shown in the Chrome DevTools Issues panel after third-party cookies are restricted.

Settings changes

For browsers in the 1% group, users will get a new `chrome://settings/trackingProtection` page instead of `chrome://settings/cookies`:

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Exhibit 2003 Page 5 of 7



The Chrome Tracking Protection settings panel

Get support, and report issues with third-party cookies

We want to learn about scenarios where sites break when third-party cookies are restricted, to ensure that we provide adequate guidance, tooling, and functionality to allow sites to migrate away from their third-party cookie dependencies.

If your site or a service you depend on is breaking with third-party cookies disabled, you should file an issue on our breakage tracker at goo.gle/report-3pc-broken (<https://goo.gle/report-3pc-broken>). It is also possible to [request additional migration time with the](#)

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Exhibit 2003 Page 6 of 7

third-party cookie deprecation trial

(/privacy-sandbox/3pcd/temporary-exceptions/third-party-deprecation-trial) for non-advertising use cases which would exclude your embedded site or service from the 1% test.

If you have questions around the deprecation process, you can raise a new issue using the "third-party cookie deprecation" tag

(<https://github.com/GoogleChromeLabs/privacy-sandbox-dev-support/issues/new/choose>) on our developer support repository.

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