

On July 22, 2024, Google announced that they would no longer pursue plans to deprecate cookies on their Chrome browser. Since Google made the announcement to deprecate cookies on Chrome in 2019, they've delayed the launch three times. This announcement, in some ways, feels inevitable. Google's Privacy Sandbox, which sought to pull together technology and standards to provide a way to preserve consu (5)11.7(-)6.3 (i2)-4.2 (v)12.3 (ac)1 (y)12gCGRom)-6.TJ-0.00223 TJ-0.002g2.7(t)6.3 (o )0.7(u)6.a cookie for targeting or measurement, making the long-term prospect for cookies one of obsolescence in a multi-channel, fragmented landscape.