

Η ιδιωτικότητα στην μετά-cookies εποχή

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Until the end of 2023*: cookies

What do we get from Cookies?

- Username, passwords, credit cards info etc.
- Preferences
- Information about pages you visit
- Previous purchases or clicks
- Profiling aiming to better marketing

* oh well... 2024

How do we get these?

- Cookies Policy => a standalone text
- Explicit consent
- Previous information about every category of cookies
- Accept all / Deny all
- A very long list of our providers
- Frequent changes on our cookies policy
... theoretically speaking

Why are cookies dying?

- Because huge concerns about privacy
(lawyers are useful after all...)
- Led to more conscious consumers
- Who turned out to be unhappy with third party (tracking) cookies
- So... Google announced it will stop using cookies in Chrome browser
(it was easier said than done though...)

And then what?

- Google: The Privacy Sandbox
- Federated Learning of Cohorts (FLoC)
- First Party data
- Data clean rooms
- Walled gardens
- Subscription based data
- Identifiers (Unified 2.0 platform)
- Contextual targeting

Is our privacy enhanced?

Third party cookies leave but third party **data** stay

- FLoC will probably not apply to GDPR countries due to its lack of transparency
- First party data rely on each website's privacy rules
- Data Clean Rooms & walled gardens will process data according to their Privacy Policies
- Contextual advertising = no personal data processing
- Identifiers can be switched off by the mobile's settings / they rely on user's permission

Conclusions

- Big Platforms will be better positioned, since they have many more sources of first party data
- Consumers will be puzzled again on their privacy on the web
- Money will more likely be spent on one company's platform, since the combination of insights from different platforms (Google Data Hub Vs Facebook e.g.) will be difficult and not automated.
- It is more likely that all practices will rely on users' explicit consent.

Σας ευχαριστώ!

Thank you for your attention!

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